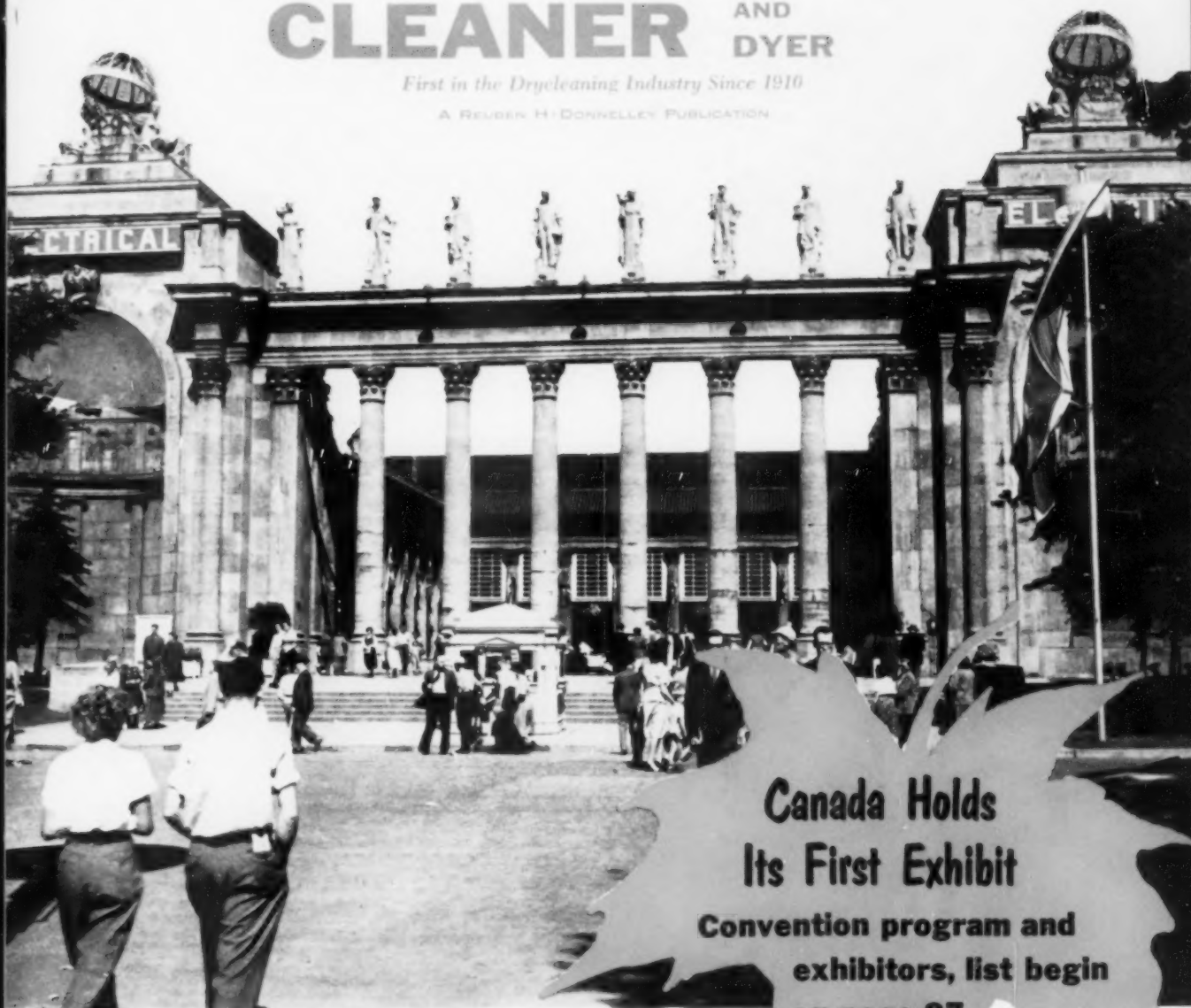


# National

## CLEANER AND DYER

*First in the Drycleaning Industry Since 1910*

A REUBEN H. DONNELLEY PUBLICATION



### Canada Holds Its First Exhibit

Convention program and  
exhibitors, list begin  
on page 87

October • 1959

*Cosmetics in your system can shorten solvent life*

—use **HYFLO**

**...it keeps your  
solvent clean,  
lengthens cycles**



By removing all insoluble impurities and dirt from your solvent, J-M Hyflo\* lengthens solvent life. This assures you of low filter pressure and clean solvent for many loads. Hyflo is the original high speed filter powder that gives you high quality work and long filter cycles.

In addition, you can protect your filter screen and be sure of fresh, odor-free garments by precoating properly and adding Hyflo to every washer load. With Hyflo, solvent recovery is almost automatic with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

\*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service  
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



**Johns-Manville HYFLO**

**THE FILTER POWDER FOR CHARGED SYSTEM CLEANING**

**NEW** water repellent

**BUCKEYE  
RAIN-DRY**



**APPLIES EASILY!**



**PROVES PROFITABLE AND  
ECONOMICAL TO USE!**



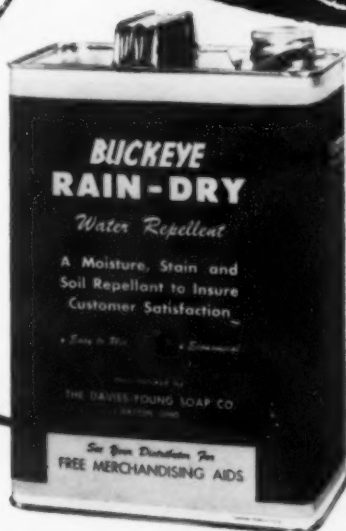
**ASSURES COMPLETE CUSTOMER  
SATISFACTION!**



**PRODUCES FASTER FINISHING!**

Dry Cleaners with an eye to *increased volume* find Buckeye Rain-Dry a must! Without additional time or labor you can give your customers' garments an absolutely perfect protective finish against moisture and soil! Try this easy-to-use liquid, water repellent, and see for yourself the expert results!

See your distributor for  
**FREE**  
**BUTTON TAGS  
& WINDOW BANNERS**



and now...

from **A**merican AcCo

...the new Revere

easiest-to-use foot press ever developed!

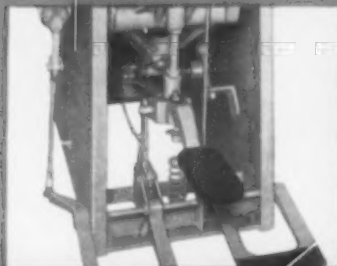
*Finger-tip head closing — effortless foot pressure — unusually simple design* — three outstanding features which make the new American REVERE truly the *easiest-to-operate* foot press the industry has ever known!

The Revere is a real fatigue-fighter. Its smooth, fast, shock-free action enables even inexperienced pressers to turn out top quality work all day long without tiring! And . . . maintenance is a breeze because of fewer working parts and unlimited accessibility.

Act now! Ask your nearby American distributor to arrange for an on-the-spot demonstration of the new Revere, or mail the coupon for all the facts.

#### FEWER MOVING PARTS

and fewer different parts, plus unlimited accessibility, mean fast, easy maintenance—virtually no down time.



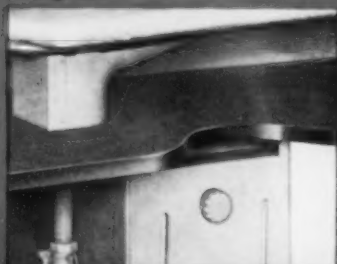
#### FLOATING HEAD

automatically compensates for varying thicknesses of work being pressed.

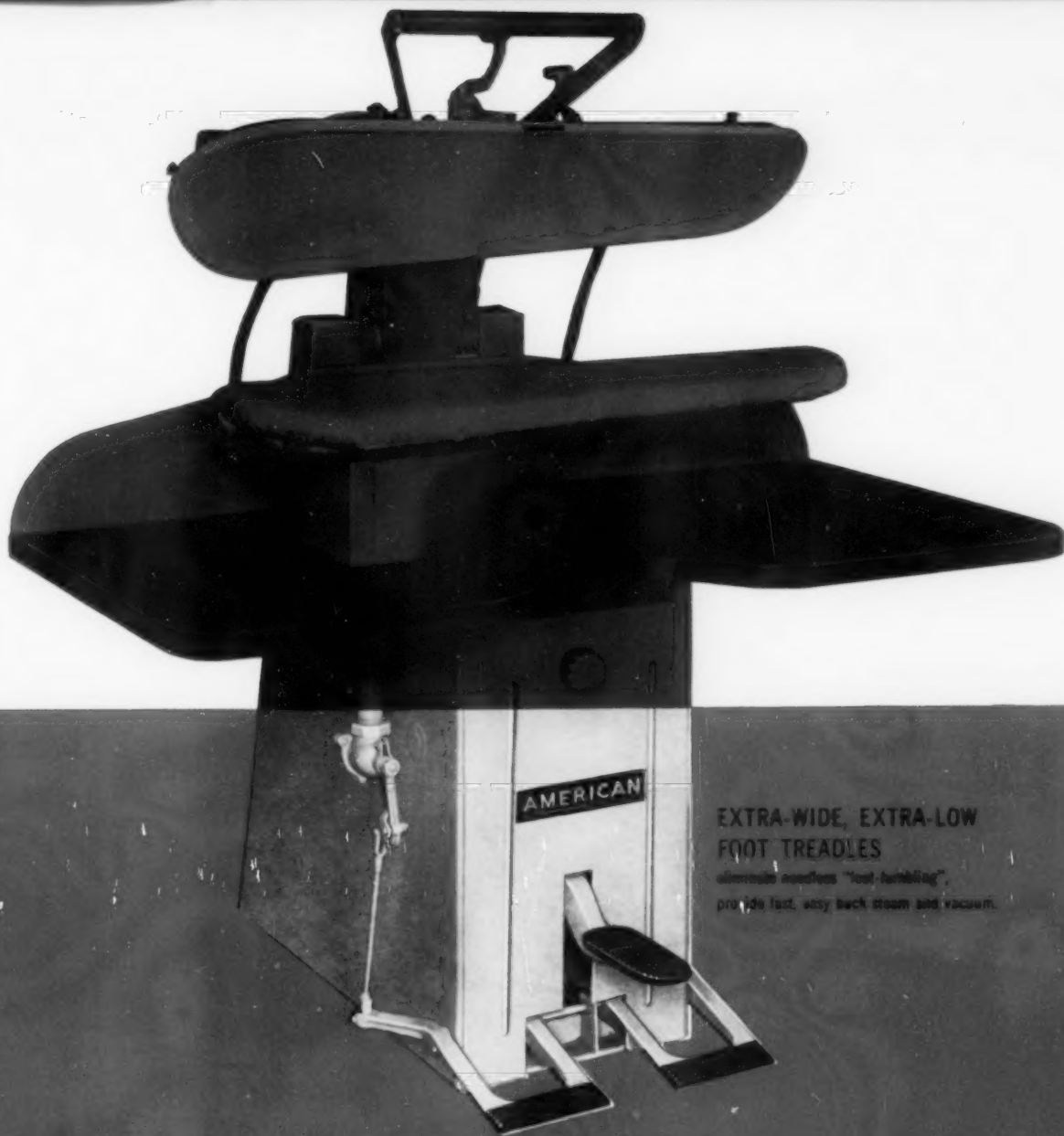


#### CONVENIENT PRESSURE ADJUSTMENT KNOB

right in front, provides a quick and easy means of adjusting pressure to compensate for padding wear.





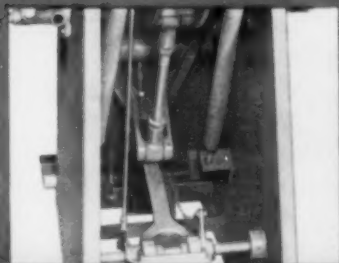


## EXTRA-WIDE, EXTRA-LOW FOOT TREADLES

eliminate needless "foot-tumbling",  
provide fast, easy back stream and vacuum.

## SINGLE TOGGLE MECHANISM

guarantees smooth, fast operation—yet fewer  
moving parts reduce maintenance, wear and  
replacement.



American Cleaners Equipment Company • Division of The American Laundry Machinery Company • Cincinnati 12, Ohio

you get *more* from

**A**merican 

American Cleaners Equipment Company  
Division of The American Laundry Machinery Company  
Cincinnati 12, Ohio  
Please send complete information on the new Revere Foot Press.

Name

Date of

Address

City  Zone  State

ACE-13

# Command **ATTENTION** for Your Services

with Signal  
Proven Products



extra drycleaning services at no extra cost!

## Free Mothproofing

## Sanitized

for Lasting Freshness

DEODORANT  
PROTECTION!  
between cleanings

*Sanex*

New Improved

## BeautyTex

TEXTURIZING PROCESS

with sanitizing additive... **Dex\***

restores original mill finish to garments...and now protects them against perspiration odors between drycleanings

*BeautyTex* now  
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WATER SOLUBLE SIZING

Protect garments from  
Rain and Snow

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WATER  
REPELLENT  
PROCESS

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Against FIRE!

a new and approved

## FLAME PROOFING

SERVICE for all  
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- DECORATIONS - CLOTHING

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### Rug Cleaning Division

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5-Year guaranteed  
spray-on  
mothproofing

#### FLEX-16

on-location carpet  
and upholstery  
cleaning detergent

#### Valex

Guaranteed moth-  
proofing. Add to rug  
cleaning detergent  
or spray on

#### Anti-Lint

Ends linting problems  
for less than 1 1/2c  
per 100 lbs. No more  
brushing or vacuuming

#### ERASE

#### DEODORANT

Eliminates odors by  
absorption and chem-  
ical reaction. Doesn't  
contain masking per-  
fumes or formalda-  
hyde.

*Signal* Write Today for Complete Catalog  
Chemical Mfg. Co., Inc. 5020 RICHMOND RD.  
BEDFORD, OHIO

NATIONAL CLEANER & DYER



Photo courtesy The Prosperity Co., Syracuse, N. Y.

**When Modernizing Your Plant, Specify...**

**LAMSON**



**DRYSET**

**...as Original Equipment**

When you are modernizing your plant and putting in new presses, be sure to have the press manufacturer install a Lamson Dryset Unit with his equipment. This he'll gladly do—because he knows that a good press plus a Lamson Dryset works together for fast, efficient dry cleaning.

Producing 15% to 58% more vacuum (at equal capacities) Lamson Unit-type Drysets dry the garment *instantly*. You do an hour's work in 45 minutes! And Dryset drying is thorough—none of the rough or puckered areas that come from retained moisture. Press bucks stay cool and dry. Padding lasts longer. You save up to 50% on steam

costs. No steam is discharged into workroom—a less humid, more comfortable atmosphere leads to higher production.

Only Lamson offers a complete line of unit-type and cast-iron air vacuums. Lamson Unit-Type Dryset with capacities from 1 to 8 presses. Lamson Cast Iron Drysets with capacities from 8 to 250 presses. Either type gives you more air for faster drying in the exact capacity you need.

Whether you need an air vacuum as original equipment with a new press or whether you are in the air vacuum market alone, be sure that your equipment is Lamson.

**Write us or call your Dryset dealer today.**



**LAMSON CORPORATION**

1010 Lamson Street, Syracuse 1, New York

Plants in Syracuse and San Francisco • Offices in All Principal Cities

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OCTOBER, 1959

The National  
CLEANER & DYER

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## What's Luck?

Some time ago I told you about an elderly friend of mine who was quite successful in the restaurant business. He told me that the harder he worked, the luckier he became.

I took a busman's holiday recently and saw a classic example of this in our own industry. When I came East some nine years ago as an allied tradesman, one of my first assignments was to help two brothers install equipment in their initial venture as full-fledged plantowners. They had previously operated a small press shop and later added a small cleaning machine.

As their volume grew they decided to buy property, build a plant and go for broke, borrowing every nickel they could raise to get their plant started. Finally the building was completed and they opened for business. To help make a go of it, both their wives pitched in and worked in the plant.

Soon after, the younger brother's wife gave birth to a girl and in a matter of weeks both mother and baby were at the plant. The mother did all types of work in the plant, as did her sister-in-law. The infant was kept in a baby carriage in the plant and was cared for by mother between plant chores. Within two years another youngster came along and the procedure was repeated, this time with the older child in a playpen at the plant.

During this time the plant volume grew slowly, but steadily. The younger brother took care of the plant; the older ran the route. Between the two boys they built a solid clientele through excellent cleaning and personalized customer service. And they advertised their quality services consistently.

My recent visit was the first in some three years. It was a revelation to see them grossing at least \$150,000 a year. They are practically debt-free and now the wives no longer have to work. Even the boys take a day a week off during slower periods. And they have nice new spacious homes. It's the kind of success story that makes me proud to be part of the industry.—Art Schuelke

### MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

The National Cleaner & Dyer, 305 East 45th Street, New York 17, New York. Change of address should reach us one month in advance.

Please include your city delivery zone number.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance. Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook Issue, \$2.00. NATIONAL CLEANER & DYER, October, 1959. Published monthly by Magazine Publishing Division, The Reuben H. Donnelley Corporation, Executive and Editorial Offices, 305 East 45th Street, New York 17, N. Y. Volume 50, No. 10. Entire contents of this publication covered by general copyright, 1959. The Reuben H. Donnelley Corp. All rights reserved. Title registered in U. S. Patent Office. Entered as 2nd class matter June 1, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



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Please write promptly if you want reprints of any article appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (\$12.11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa. Address the Editor, NATIONAL CLEANER & DYER, 305 East 45th Street, New York 17, N. Y.

NATIONAL CLEANER & DYER



# Conductivity Control

efficiency and performance **proved** in over 6,000 drycleaning plants

Enjoy the benefits of advanced research through controlled drycleaning in the MYCEL PROCESS. Over 7,000 Conductivity Control units are in successful operation in drycleaning plants over the nation. Original units, installed in 1953, are still providing trouble-free service with optimum drycleaning results. STREET's Conductivity Control with 4% Formula 886 and separate purified rinse delivers top quality drycleaning consistently. Wetcleaning and spotting are practically eliminated. Users report less wrinkling and shrinkage; truer, brighter colors; whiter whites and easier, faster finishing. Sales and profits increase with more satisfied customers.



Pictured at the left is the sturdy sensing element in Street's Conductivity Control Unit. This unit, placed directly in the line, accurately measures electrical conductance in the charged solvent itself. It lasts the life of the installation, eliminating any replacement cost, and its reliability remains constant, always.

CANADIAN PATENTS  
NO. 530,043 AND 534,730.  
OTHER PATENTS PENDING.

R. R. STREET & CO. INC. 561 West Monroe Street, Chicago 6, U.S.A.

*Over 83 years of dependable service in the textile maintenance industries*

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## NEW PRODUCTS

### AND LITERATURE

#### Cissell Offset Press



Air operation with floating power, universally mounted and fully self-aligning, are features of the new Cissell Offset Press.

According to the manufacturer, operator training is minimized because of fingertip control and the uniform pressure maintained by the adjustable head pressure.

Utilizing 1.5 hp. and occupying floor space of 29 by 62 inches, the unit weighs 490 pounds and is equipped for either steam or central air vacuum.

For additional information write W. M. Cissell Manufacturing Co., Inc., 831 S. First St., Louisville 1, Kentucky.

#### Adco Sizing Promotion



A complete merchandising kit to help drycleaners promote sizing.

#### YOUR REQUEST

for further information will get quickest and most complete attention as it's written on your letterhead. Be sure to mention **NATIONAL CLEANER & DYER.**

ing with Adco's Fashion Finish sizing process is now being offered by Adco, Inc.

Using the theme, "The dry-cleaner who sizes and merchandises . . . prospers," the kit offers users two large window streamers printed in fluorescent Day-Glo inks, 21-by-28-inch posters in aluminum frames that are self-standing or to be used as wall hangers, colorful button tags, and a large selection of newspaper ad mats in three different sizes.

The company points out that since Fashion Finish is an all-season sizing process, some of the merchandising material highlights cottons and wash-and-wear for summertime use and other material is designed for year-round use.

For more information write Adco, Inc., Sedalia, Mo.

#### Coin Changer Insurance



Free three-year insurance coverage up to \$200 against theft by burglary has been announced for the multiple Coin Changer unit manufactured by Clesco National, Incorporated.

In addition, Clesco guarantees to replace any burglarized unit with a new unit at no cost. Coin Changer has vault construction with built-in burglar alarm, plus a National slug ejector and a multi-combination locking system. The company describes the unit as "absolutely burglarproof."

For more information write Clesco National, Incorporated, 1416 Central Parkway, Cincinnati 10, Ohio.

#### Aetna Fire Safety Aid

A fire safety check list, designed to help drycleaners maintain plant safety, is being distributed by Aetna Casualty and Surety Company.

The list, compiled in handy pamphlet form, points out 11 fire danger spots peculiar to the cleaning and dyeing industries. It also details common theft hazards.

The pamphlet may be obtained without charge by writing Aetna Casualty & Surety Co., Hartford 15, Conn.

#### Stamford Chemical Test Kit



A free water-repellent Sharp Shooters' Kit for testing the quality of repellency used in drycleaning plants is being offered by The Stamford Chemical Company.

The kit includes a water pistol, repellent swatch-target, and a sample of Vivitex 100 Plus in a clear vial to show its new water-white color.

The company notes that the new product exceeds the standard industry water-repellent ratings of 100-100-100 yet retains the softness and drape of the original fabric. Because it is colorless, it is said to eliminate completely streaking and dye pickup even on pure white rainwear, car coats and white flannel sport coats.

To obtain a free kit write The Stamford Chemical Company, P. O. Box 1131, Stamford, Conn.

#### Packaging Catalog

Marion Manufacturing Company has issued an attractive catalog featuring shirt bands and hanger covers in new designs, together with other items including combination bags, bag ads, new sport-grips, garment bags and collar supports. The company notes that shirt bands are available in either stock or special print.

Copies of the catalog may be obtained by writing Marion Manufacturing Company, Inc., P. O. Box 3627, Atlanta 16, Ga.

#### Compressed Air Booklet

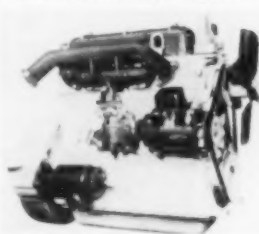
A new booklet, "Compressed Air Fundamentals," has been published by Ingersoll-Rand Company.

Produced to help in the selection of a small packaged air compressor for either automotive or industrial application, the booklet basically describes compressed air, how it is compressed, single- and two-stage compressors, regulation, and types of control used. Also included is information on compressor oils, pipe sizes, wire sizes, and terminology and definitions.

The booklet contains tabular and chart information on cubic feet of air required to operate a variety of pneumatic equipment, average and continuous air supply tables, and other pertinent facts.

For a copy of the booklet write Ingersoll-Rand, 11 Broadway, New York, N. Y.

#### Divco Multistop Engine

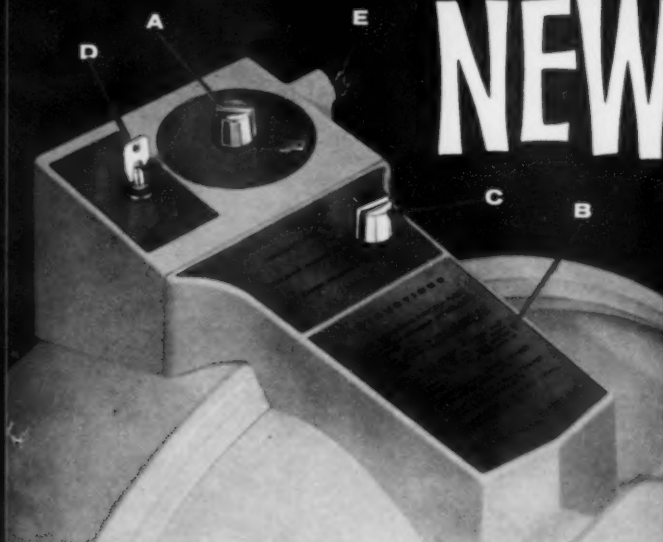


A four-cylinder overhead valve engine, specifically developed for rigorous service on multistop delivery trucks, has been introduced by Divco Truck Division, Divco-Wayne Corporation.

Called the Divco Golden Missile Four, the new engine is rated 80 hp. at 3500 r.p.m. It has a displacement of 193 cubic inches and a compression ratio of 7.0:1. Torque curve characteristics are tailored for multistop work. The engine is said to operate at full efficiency on regular grade gasoline.

Divco says the new engine is designed for low gas consumption, long wear and normal temperature operation under stop-start conditions and

# NEW



## WESTINGHOUSE RCM-5 COMMERCIAL LAUNDROMAT

has a 20-minute cycle, offers smart new styling, has an exclusive new wash-'n-wear cycle... plus!

You service more customers with the same amount of equipment...

MAKE 33% MORE PROFIT



**BEST FOR YOU!** New shorter 20-minute cycle is built for speed through precisely engineered washing action, accelerated water intake, and faster drainage. Does not cut vital washing and rinsing time like other washers that only employ faster timers. Your customers get the same thorough, gentle wash and rinse that has made the Laundromat famous. They do not get "short changed" because of low water pressure or other factors as with other so-called commercial washers. The RCM-5 is the true commercial machine... factory-engineered to stand the strain of continued rugged daily use, and, at the same time, do the best possible laundry job.

**BEST FOR YOU!** Only the RCM-5 has a separate Wash-'N-Wear cycle, specifically designed to launder today's miracle fabrics.

**BEST FOR YOU!** And best for your customers because it requires only half the detergent for a comparable laundry job as do top loading washers, according to laboratory tests of leading chemical and detergent manufacturers.

**BEST FOR YOU!** Famous Westinghouse LOOK-IN door allows your customers to watch their laundry go through complete cycle. Convenient new soap chute in door allows them to add soap, bluing or bleach at any time.

**BEST FOR YOU!** "Do-It-Yourself" single control (A) is easy. Complete instructions (B) on operation of the machine are convenient and there is no chance for error.

**BEST FOR YOU!** Now customers have choice of 3 wash selections... all automatic with a single twist of one control (C): Regular-hot, 140° water; Regular-warm, 110° water; and exclusive new Wash-'N-Wear.

**BEST FOR YOU!** Separate locked coin vault (D)—Saves up to 50% in collection time. Separate locked meter service panel (E)—Easiest coin meter to service.

Used by more route operators and laundry chains... professionals who insist on trouble-free washers. They know only Westinghouse makes a commercial Laundromat... proven in over 9500 laundry stores... built to outperform in washability. It is self-cleaning... no attendant is necessary to clean basket after usage as with some washers.

CALL, WRITE OR WIRE for full information on joining the family of more profitable Westinghouse Laundromat Equipped Laundry Stores. We have experienced store planners and service and parts centers throughout the United States.



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© ALD, Inc., 1959

long periods at idle. It is said to eliminate the problems of overheating, high gas consumption and sludge building.

For durability, all rod and main bearings are Moraine Dux-100; intake and exhaust valves are positive roto. Valves and seats are Stellite-faced and the crankshaft is fully counterbalanced with three main bearings. Pistons are Zolner Clearomatic aluminum alloy, four-ring, with the top ring 3/32-inch chrome-faced.

The Golden Missile Four can replace Divo Four's, Super Four's and L-Head Six engines and is optional equipment on all Divo Model Series One, 104, 204, 304 and lighter Dividend Series multistop trucks.

For more information write Divo Truck Division, 22000 Hoover Rd., Detroit 5, Mich.

#### New Forse Literature



Two new illustrated booklets on the Forse-Elrod automatic pants finishing unit and the Forse-Matic 20 coin-operated washing machine have been published by Forse Corporation.

The former—"300,000 Has Been Invested To Give You..."—offers 22 pages of informative data and pictures on the Forse-Elrod unit, with factual reports on its operation in typical plants throughout the country.

"The Forse-Matic 20—a New Concept in Coin-Operated Washing" is a 16-page booklet explaining the reason for the 20-pound machine. It also describes the exclusive "agi-tum-

ble" washing action of the 20, discusses the monitor top which houses the washer controls, and lists many other features.

For copies of the booklets write Forse Corporation, P. O. Box 639, Anderson, Ind.

#### Foot-Operated Press



A new foot-operated dry-cleaning press, the Revere, has been announced by American Cleaners Equipment Company, Division of The American Laundry Machinery Company.

The maker says the slightest touch of the operator's hand on the head bar handle starts the head closing. A light step on the treadle instantly lowers the head into pressure. By means of a convenient selector control, the head can be made to either lock or not lock in pressure position.

To release pressure, the operator can use either a finger lever or the treadle release. A second finger lever on the head enables the operator to steam from the head in closed or open position. Low-set, extra-wide treadles provide for easy buck steaming and vacuum.

Other features of the press are: single-toggle mechanism; oil check and needle bearings; fewer wearing parts; and fewer different parts. The press is available in utility, combination utility, mushroom, combination mushroom and pants leg models.

For complete information write American Cleaners Equipment Co., Division of The American Laundry Machinery Co., Ross and Section Aves., Cincinnati 12, Ohio.

#### Gross Super-Pak Reclaimer

A solvent recovery unit, the Super-Pak, designed to give greater solvent mileage, improve working conditions, and eliminate pollution and toxic conditions, has been introduced by Gross Machinery Co., Inc.

Edward B. Gross, president, said Super-Pak is being produced in automatic, semi-auto-

matic and manual models in three series—for small, medium and large plant operations. Double units are also available.

Among the features announced for the Super-Pak are: single damper control; reacti-vated time control; solenoid steam valve inlet; solenoid water valve control; visual clean-filter indicator; large air-fin condenser tubes; large decanter; coated metal shell; insulated shell; interior accessibility; vapor snifter; top duct air inlet and outlet; adjustable fan-direction inlet; automatic water temperature control; and, an optional automatic damper.

For more information write Gross Machinery Company, Inc., 742 Hertel Ave., P. O. Box 46, Hertel Station, Buffalo 16, N. Y.

#### Imperial Vacuum Line



A new line of nine vacuum cleaners has been introduced by Multi-Clean Products, Inc. Three series are included—the Imperial 5 powered by a 1/2 hp. motor; the Imperial 10 with a 1 hp. motor; and the Imperial 15 with a 1 1/2 hp. motor.

All are available with 7-, 12- and 17-gallon tanks and all are adapted for pickup of both wet and dry materials. The maker adds that the cleaners have a patented, pleated, washable filter made from special quick-drying synthetic fiber that won't rot or mildew. The filter provides more than 1400 square inches of filter area.

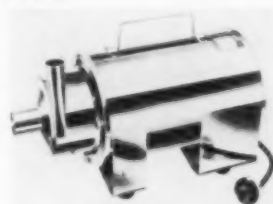
The vacuum motors are said to be able to operate at a slower speed than previously, resulting in less wear on bearings and other moving parts. Motor brushes are constantly held at right angles to the armature which is said to practically eliminate burned-out armatures and extend brush life.

The new Imperial models are

available with either a heavy-gauge stainless-steel or standard seamless-steel tank with baked-on enamel finish. All tanks have nonclogging drains and 1 1/2-inch intakes that can be converted to 2-inch if desired. They are equipped with flexible, 10-foot, gray plastic hose and a detachable 30-foot cable.

Further information is available by writing Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 16, Minn.

#### Stainless Centrifugal Pump



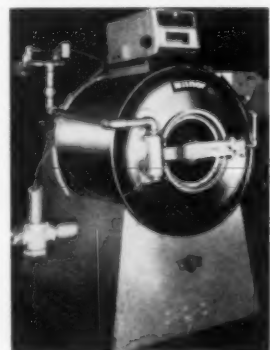
An all stainless-steel centrifugal pump offering corrosion resistance for most chemical applications has been announced by Stainless Steel Pump Co.

Compactly built, the pump is powered by a continuous-duty, 3/4 hp., single-phase, 115/230 volt, 60 cycle jet pump motor equipped with automatic overload protection. Measuring only 14 by 8 inches and weighing only 30 pounds, the pump is portable yet has a capacity of 50 g.p.m. at 20 p.s.i.

The standard inlet is 1 1/2-inch O.D. stainless-steel tubing, and the outlet is 1-inch O.D. stainless steel and may be positioned vertically or horizontally.

For literature and more details write Stainless Steel Pump Co., 108 Wiggs St., Griffith, Ind.

#### Milnor Combination Unit



A 60-pound-dry-weight-capacity washer-extractor has been introduced by Pellerin Milnor Corporation.

The combination unit is of

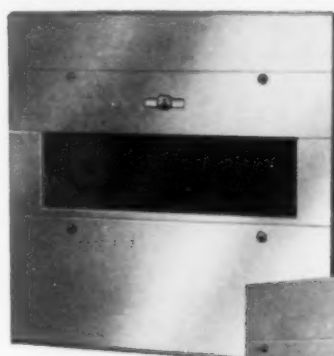
Continued on page 96

#### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

# Ask Haertel about

## STORAGE VAULTS



VAULTMASTER VU-5



VAULTMASTER VU-2



VAULTMASTER VU-1

**WHATEVER THE SIZE** of your vault, there is a Haertel Vaultmaster package cold storage unit to give you automatic control of humidity, temperature, fumigation and ventilation. Nine models will handle any vault from 1,000 to 25,000 cubic feet. Air-cooled or water-cooled.

You can build your storage vault the exact size that fits your business and still enjoy the convenient, fully automatic control and economy of Haertel single-package vault equipment. There is a Haertel package unit to fit any vault from 1,000 to 15,000 cubic feet or larger.

All Haertel vault equipment is job-tested in our own research plant . . . and by thousands of satisfied customers. All equipment is backed by our 30 years in the garment—storage business.

You, too, can benefit from this experience. Ask Haertel for the answers to your garment storage problems.

### WALTER HAERTEL COMPANY



**FOR YOUR GARMENTS**

2840 Fourth Ave. South  
Minneapolis 8, Minnesota

**WALTER HAERTEL CO.**, 2840 Fourth Ave. S., Minneapolis 8, Minn.

- ☐ Please send me your free brochure, "Changing Space into Profit," that tells me how to get into the storage business.
- ☐ Please have a Haertel man call to look over my plant and answer my specific questions.

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_



**CONSERVE**

**EXPENSIVE SOLVENT**

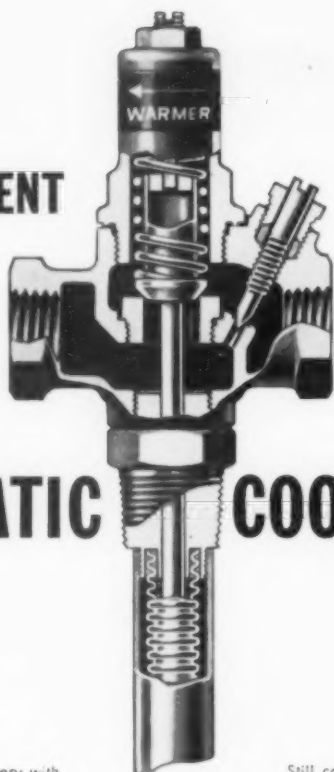
**AND WATER**

**WITH**

**SARCO**

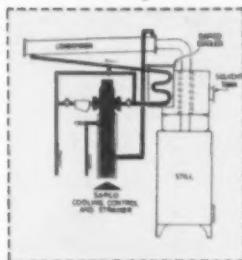
**AUTOMATIC**

**COOLING CONTROL**

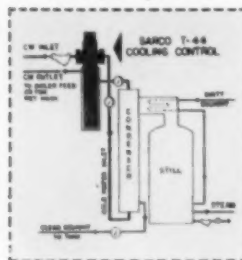


SARCO T-44 Automatic Cooling Control keeps your solvent in exactly the right temperature zone for lowest processing time, greatest output, and best operator efficiency.

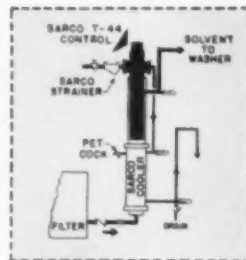
Solvent recovery with Sarco Cooling Control



Still condensing with Sarco Cooling Control



Solvent cooling with Sarco Cooling Control



Now you can stop expensive overcooling and undercooling, cut down on water and solvent waste, and free your operators from the time-consuming job of constant adjustment. Just install a SARCO T-44 Automatic Cooling Control. You'll eliminate solvent and water waste, shorten process time, get greater operating efficiency with no re-runs...with this positive, inexpensive solution to the temperature control problem. Sarco T-44's are designed primarily for regulating temperatures in dry-cleaning stills, condensers, and solvent coolers. They have four standard 50° ranges within which you can adjust: 60-110°F., 85-135°F., 110-160°F., and 135-185°F.

Here's an example of what you can expect from a T-44: a New Jersey cleaning company saved 2,236 gallons of water for every 1,000 gallons of solvent

distilled, and they regard their freedom from checking and adjustment as even *more* important.

**Here are 6 control advantages you get with a SARCO T-44 Cooling Control**

1. *Self-powered*—no compressed air or electricity needed. 2. *Simple design*—just one unit...thermostat and valve. 3. *Packless*—no stuffing box to leak or jam valve stem. 4. *Self-contained*—no exposed mechanism. 5. *Dependable*—thousands in use are providing reliable service for dry cleaners and original equipment manufacturers. 6. *Easy to install*—by any pipefitter.

**Find out how you can save**

Ask your local Sarco sales representative for the newest bulletin on Sarco Automatic Cooling Control. Or write direct,

9480-B

**SARCO**  
COMPANY, INC.

635 Madison Ave., New York 22, N. Y.

STEAM TRAPS • TEMPERATURE CONTROLLERS • STRAINERS • HEATING SPECIALTIES



# NOW YOU CAN GUARANTEE WATER REPELLENCY WITH AMERICA'S #1 WET-SIDE REPELLENT!



*the extra service that means extra profit to you!*

You can positively guarantee water repellency with Caled CHEK-WET... just follow the simple instructions.

Follow the proved practice of the fabric manufacturers; apply Caled CHEK-WET on the wet-side. That's the easiest way in the world to get perfect results every time. You will be delighted with the results... and so will your customers.

We will help you sell this extra money-making service both inside and outside your plant. Put this attractive change pad on your counter where your customers can't miss it. And, arouse out-of-plant interest with this jumbo-size lapel button for your drivers.

See your Caled salesman, or write us in Brentwood, Maryland. We're Always Glad To Be Of Service... to make your service better.

*they're free for the asking*



# CALED



CALED PRODUCTS COMPANY, INC., BRENTWOOD, MARYLAND

## SIGNS of the TIMES

**Christmas Cards Help Children:** Colorful and unique Christmas cards are being offered by the United Nations Children's Fund again this year, with proceeds going to help needy children all over the world.

The UNICEF greeting cards actually bring happiness in the form of improved health and a better chance for survival in underdeveloped areas

everywhere. The UNICEF Christmas card sale has grown since its inception in 1946 until last year more than 10,500,000 cards were sold in some 70 countries and territories—half of them in the United States. Profits from a single box of cards, priced at \$1.25, will provide 45 children with a glass of milk a day for a week.

Each year some of the world's lead-

ing artists have volunteered their services in designing the cards. Among those on the 1959 roster are Miro, Kingman, Domjan, Bettina and others.

A descriptive brochure on the various assortments can be obtained by writing to the U. S. Committee for UNICEF, Greeting Cards, United Nations, New York.

##

**Drycleaning Supplement:** Dry Cleaning Week was observed in Sydney, Australia, recently with an 11-page newspaper supplement in the city's *Daily Telegraph*, containing illustrated features and equipment and service ads.

The supplement opened with a brief introductory article by S. V. Godden, president of the Dry Cleaners' and Dyers' Association of New South Wales. In emphasizing that clean clothes last longer than soiled ones, Mr. Godden referred to the extensive studies by the U. S. National Institute of Drycleaning done in this field.

##

**Jazzing Up Safety:** A new 96-page illustrated booklet, "Showmanship in Safety," is now available from the National Safety Council. This second edition of the booklet gives the key to a successful safety program. Each page contains ideas for stunts, demonstrations and promotions to help build interest, create favorable attitudes, and bring a change of pace and a dash of color into safety efforts.

Further information and quantity prices may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

##

**Cleaner To Teach Spotting:** Robert S. Frederick, co-owner of Frederick Cleaners and Dyers, Inc., Los Angeles, Calif., will teach a class in advanced spotting techniques this fall at Los Angeles Trade-Tech College evening sessions. Mr. Frederick is a past member of the college's spotting and pressing trade advisory committee. He is presently a director of the California Dry Cleaning Association and serves as chairman of the group's Public Relations Committee. He holds a B.S. degree in marketing from UCLA.

Continued on page 55

**There is no substitute for the original Pre-Marked Strip Tag consecutive-identification systems, — no waste of time!**



**"My Dollar Tree is Loaded,"**  
— says the Pre-Marked Strip Tag Little Giant, —  
**"So Help Yourself!"**

Despite increased production costs, the same original super-quality has been maintained.

**✓ CHECK THE High Quality! Low Prices!**

**Pre-Marked Strip Tags\***

\*Multiply your profits by cutting marking & cutting costs to 50%!

\*Eliminate transposed numbers, ink stains damage, Garment loss claims, messy pads and machines, eye-strain, etc.

\*Vastly increased efficiency in every department & operation.

**Get Yours Today!**

**MAIL COUPON**

**PRE-MARKED STRIP TAG CO.**  
3232 India Street  
San Diego, California

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ FIRM NAME \_\_\_\_\_

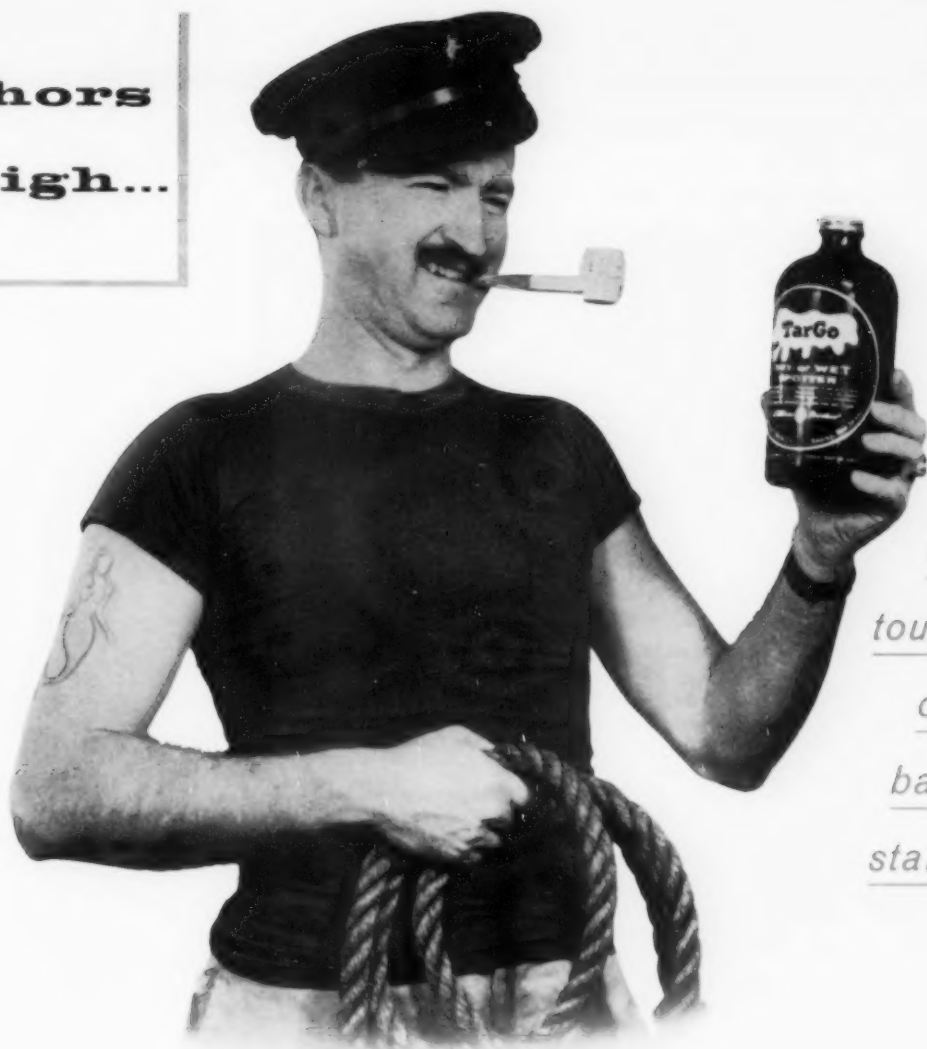
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**INSTRUCTIONS CATALOG**  
PRE-MARKED STRIP-TAG CO.  
Originator of pre-marked identification

**FREE Copy,**  
loaded with illustrated applications to ALL marking systems.

**Or Ask Your JOBBER!**

**Anchors  
a-weigh...**



for  
tough  
oil-  
base  
stains

**TarGo®** is  
a better  
product  
because it's  
made by  
WILSON,  
house of  
stain  
removal  
specialists

Why shiver your mizzenmast over hard-to-remove stains? Take on a cargo of *TarGo* and enjoy clear sailing. *TarGo* is the dependable mate you can rely on to make the skipper's soiled-est serge, his lady's spotted finery, shipshape as can be again. Loaded with extra stain-dissolving action, *TarGo* clears the decks of every kind of oil-base stain—from ambergris to zooxanthin—makes your spotting operation move full speed ahead. Better heave to the nearest port (your favorite jobber) and take aboard a bottle of *TarGo*.

**A. L. WILSON CHEMICAL CO.**  
KEARNY, NEW JERSEY

*"Stain Removers are not only business"*

## BUSINESS BUILDERS

### Surefire Promotion Features Youngsters



Creative imagination and a small investment paid off handsomely for One Hour Cleaners of Wabash, Indiana. The float it entered in the Indiana State Gladiola Show took first prize. The entry was constructed at the plant for a total cost of about \$65, and won \$100 for C. E. Corps, the plantowner.

The gaily decorated float was built junior size to transport the five-year-old queen of the show. The plant pre-

sented her with a \$25 savings bond for the privilege of having her on the float. The driver of the entry was nine-year-old Steve Corps, son of the plantowner, who piloted a small garden tractor.

Some 20,000 people viewed the float along the parade route. The natural appeal of children on the float made it the winner without any question. And it gained a lot of recognition for the plant.

### Quiz Award Gets Prominent Display



Milo Buchanan, an award winner in our recent Spotting Quiz contest, credits the resultant publicity with having prevented his usual summer slump in volume. In semi-retirement at the age of 63, Milo has spent most of his life in the drycleaning industry,

most of it in the Middle West. Since 1945 he has operated a little press shop at his present location.

On being notified of his win he lost no time framing the certificate and having a professional sign writer go to work on a big poster. For a while

Motivational research by the National Institute of Dry-cleaning tells us to become "experts" in the eyes of our customers. Here is how one man gets across the point. We invite other contest winners and plantowners who promote the "expert" idea

it attracted a great deal of attention in the front window, but it was soon moved to an inside wall to prevent sun fade. Even in its present spot, Mr. Buchanan feels it adds a great deal of prestige to his establishment.

### Expert Advice



When we received this garment it was measured at dotted lines. This measurement appears on your invoice and this sheet, assuring you the garment is being returned in exactly the same size.

When the skins in this garment were tanned and dried, they were impregnated with fat, then stretched and tacked out on boards to dry. Some tanners avoid this tanning and stretching. When skins age they dry out and contract as much as 15%, but the wearer does not notice this from day to day as the skins mold to body lines and become out of shape. When garments are cleaned and refinished this body conformity is obliterated and the straight lines predominate, so the wearer thinks the cleaner has shrunk his garment. This is not true, because the measurements are exactly the same as when the garment was received at this office.

Put the garment on, wear it and the skins will once more yield to the body heat and conform to its lines.

BUY YOUR SUEDES LOOSE TO ALLOW FOR CONTRACTION, for some brands contract more than others, due to the type of skins used by the manufacturer.

Thank You—For the Opportunity to Serve You.  
MELODY SUEDE AND LEATHER  
CLEANING SPECIALISTS  
For Your Convenience  
A SYMPHONY OF SERVICE

500 WEST GRAND AVE. PHONE 70-1001 4401 OKLAHOMA CITY, OKLA.

Although some cleaners feel that leather processing is a simple proposition, there is far more to it than meets the eye. Among the more progressive cleaners that realize this is Melody Cleaners of Oklahoma City, Oklahoma.

To make sure that his customers understand what happens to leathers in processing, owner Dick Kelley provides each order with the explanation sheet above.

It does two things. It tells the consumer what happens in refinishing of garments. In addition, it forestalls claims that might come about through customers' lack of knowledge of the characteristics of leather behavior in refinishing.

In any event, Dick Kelley says the enclosure helps establish his plant as an expert in the field. And his clientele likes being informed.

NATIONAL CLEANER & DYER

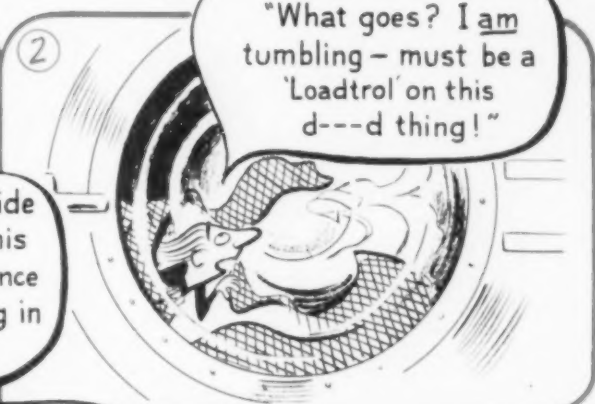


# "Flighty Perc's" Ex-Love... "Specials"!

"Oh boy!...  
lots of specials  
today"



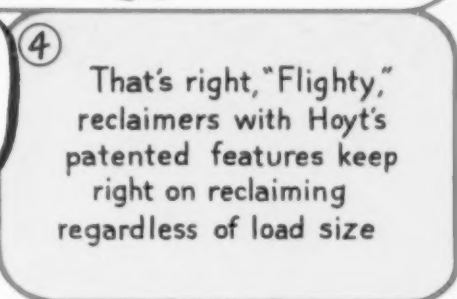
"This is it. I'll just hide  
in the padding of this  
coat and wait my chance  
to escape. No tumbling in  
this small load."



"What goes? I am  
tumbling - must be a  
'Loadtrol' on this  
d---d thing!"



"I'm trapped. I'm fouled  
up by Hoyt's 'Loadtrol'  
and the  
Cooldown Cycle!"



That's right, "Flighty,"  
reclaimers with Hoyt's  
patented features keep  
right on reclaiming  
regardless of load size



"Curses, it's work, work  
work for me now I've  
tangled with Hoyt  
features."



## Fantastic Cost Cutters

The "Loadtrol" with its Controlled Tumbling gives top drying and reclamation to all size loads — plus wrinkle-free garments. Boost your profits even more. Just be sure your vapor adsorbers and reclaimers have Hoyt features. Write:

# HOYT

MANUFACTURING CORPORATION

Forge Road,  
Westport, Massachusetts, U.S.A.

Dry Cleaners: Profit by reading future episodes in the sly life of "Flighty Perc"  
(valuable perc solvent vapors which were formerly air-wasted)





# How would YOU solve Liz's PROBLEM?

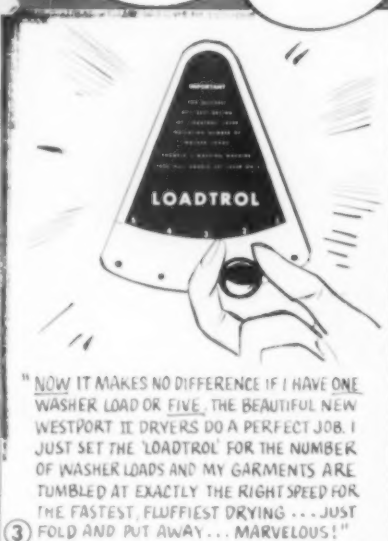
"I NEVER COULD TELL HOW MY CLOTHES WOULD COME OUT. WHEN I HAD A BIG WASH, THE GARMENTS DRIED NICELY, AND QUICK. BUT WHEN I HAD A SMALL LOAD, THE DRYING WAS SLOW, THE GARMENTS BADLY CREASED AND THEY HAD A BOARDY, HARSH FEELING."

①



"KITTY AND JANE RAVED ABOUT THIS NEW STORE AND ABOUT THE WONDERFUL WAY THEIR CLOTHES WERE DRIED. I DECIDED TO COME HERE, TOO."

②



"NOW IT MAKES NO DIFFERENCE IF I HAVE ONE WASHER LOAD OR FIVE. THE BEAUTIFUL NEW WESTPORT II DRYERS DO A PERFECT JOB. I JUST SET THE 'LOADTROL' FOR THE NUMBER OF WASHER LOADS AND MY GARMENTS ARE TUMBLED AT EXACTLY THE RIGHT SPEED FOR THE FASTEST, FLUFFIEST DRYING... JUST FOLD AND PUT AWAY... MARVELOUS!"

③



"NO WONDER EVERYBODY FLOCKS TO THIS STORE. ONCE YOU'VE USED THE 'LOADTROL' YOU WOULDN'T BE SATISFIED WITH ANYTHING LESS MODERN. I'M WILD ABOUT 'LOADTROL' AND SO ARE MY NEIGHBORS."

④



"AND THERE'S NO LINT PROBLEM WITH THESE WESTPORT II DRYERS. THE LINT FILTER IS SELF-CLEANING AND THE FILTER CLEANS ITSELF EACH TIME THE MACHINE IS STOPPED. THIS MEANS THAT PLENTY OF WARM AIR IS CONSTANTLY CIRCULATED THROUGH THE GARMENTS AND EVEN MY MOST DELICATE THINGS DRY QUICKLY, UNIFORMLY AND SAFELY."

⑤



⑥

LIZ'S PROBLEM COULD HAVE BEEN SOLVED IN A NUMBER OF WAYS, BUT WE THINK WE SOLVED IT MOST ECONOMICALLY WITH THE WESTPORT II WHOSE FEATURES COST US OWNERS NOTHING EXTRA... GET THE WHOLE STORY ON THESE RUGGED, GAS-SAVING, TIME-SAVING DRYERS, COMPLETE WITH METER AND ALL FEATURES INCLUDING "CONTROLLED TUMBLING." (PATENT PENDING)

**HOYT MANUFACTURING CORPORATION**  
Forge Road, Westport, Massachusetts

Please send me illustrated bulletin describing your Westport II Dryer with "Loadtrol."

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# HOYT

AUTOMATIC DRYERS, RECLAIMERS AND CHILLERS

## LEGAL DECISIONS

By A. L. H. STREET

### Compensation Rights

If an employee's existing ailment is aggravated by a working condition, is he entitled to workmen's compensation?

The court ruled in favor of the employee in the case of *Aetna Insurance Co. v. Hart*, 315 S.W. 2d 169. Evidence produced before the Texas Court of Civil Appeals revealed that a woman attendant in a garment delivery substation suffered a stroke as a result of being berated by a rude customer who threw a pair of trousers across the counter against her. In her claim against her employer for workmen's compensation, evidence showed that the emotion caused by the incident aggravated her previous condition of hypertension, thereby causing the stroke.

### One Suit Per Customer

Can a plaintiff bring two separate damage suits arising out of the same accident?

A man and his wife sued a cleaning company for damages on account of injury sustained by the wife in an automobile accident and for reimbursement of the husband for medical and other expenses and his losses incurred by her injuries.

Later he started a separate suit in his own name to collect damages for an injury he claimed he sustained in the same accident. But the Florida District Court of Appeal, Third District, decided that the second suit must be dismissed since all the husband's claims arising out of the accident should have been covered in the first suit to which he made himself a party (*Goldman v. Kent Cleaners & Laundry, Inc.*, 110 So. 2d 50).

### Zoning Restrictions

Can ignorance or fraudulent concealment of facts by a landlord excuse the liability of a tenant under a lease restricted by zoning laws?

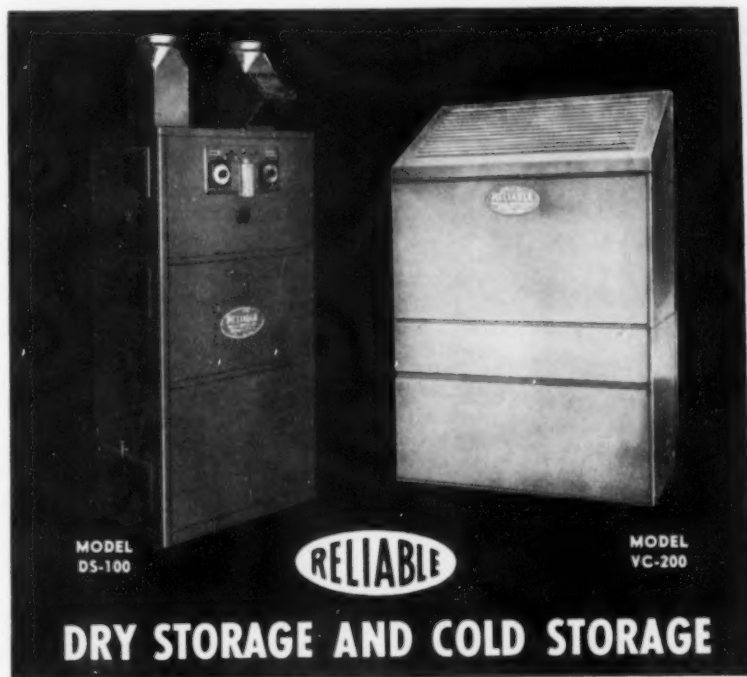
Ignorance or fraudulent concealment by the landlord is no excuse, said the St. Louis Court of Appeals (322 S.W. 2d 183). Warning that a lessee should find out for himself whether there are any adverse zoning restrictions before taking a lease on premises, the court ruled that a cleaner could not avoid the binding effect of a lease

on the ground that he took it without knowing there was a zoning ordinance to limit or forbid the use in his cleaning business.

The ruling stated all persons who contract with reference to a subject matter within limits of a municipality where there are police regulations are presumed to know the provisions of the regulations pertaining to the contract.

The court further said a lessee must

be held to have signed the lease not only with a knowledge of zoning ordinances precluding commercial activity but also with a knowledge of the fact that municipalities may refuse in a proper case to grant an application for a permit to use the leased property for such commercial purposes. The tenant cannot therefore escape liability for rent because of the landlord's alleged concealment of existence of zoning restrictions.



MODEL DS-100

RELIABLE

MODEL VC-200

**DRY STORAGE AND COLD STORAGE**

# package units

MAKE ANY PLANT SPACE... INCLUDING BASEMENTS. A PROFITABLE STORAGE BUSINESS!

#### PLUG IN & YOU'RE IN BUSINESS!

**FOR DRY STORAGE** . . . two completely self-contained package units:  
**MODEL DS-100**—serving up to 10,000 cu. ft.  
**MODEL DS-50**—serving up to 5,000 cu. ft.  
featuring:

- Automatic and positive dehumidification
- Air purification
- Powerized and filtered ventilation
- Thorough fumigation
- Lowest possible installation costs
- Lowest possible economy of operation
- All duct work supplied; no extras to buy

**FOR COLD STORAGE** . . . completely self-contained package unit conditioners in sizes for every vault. Undoubtedly the finest of their kind anywhere . . . and they're guaranteed for 5 years. Manufactured to suit your requirements. Just connect electric and water lines and you're ready to operate for profits!

Any of our package unit vault conditioners can be used in conjunction with our fumigation, ventilation and air purification package units to give you the most flexible, efficient and economical system for your vault.

SEND FOR FULL DETAILS NOW!

**RELIABLE MACHINE WORKS, INC.**  
231 EAGLE STREET, BROOKLYN 22, NEW YORK

# Honeywell *MagiCare*<sup>\*</sup>

## and re-cleaning for the



**Spotting.** Mr. Thomas King of the "One Hour Martinizing" dry cleaning service in Atlanta, Georgia, indicates that pre-spotting of garments—except for a few non-water soluble stains—has been completely eliminated by Honeywell's MagiCare control system.

Post-spotting has been reduced, too. Before installing the Honeywell MagiCare system, a survey indicated that post-spotting was required on approximately 20% of the total garments cleaned. Now, post-spotting and re-cleaning have been reduced to 5% of the total load!



**Pressing.** Eliminating pre-spotting naturally left additional time for Mr. King's operator to devote to other duties. In fact, an immediate benefit was that the operator was able to press seven to ten *more* garments per load than before! What's more, these garments now press easier, better and faster—insuring the kind of service that keeps customers coming back again and again.

You'll find, as Mr. King does, that the Honeywell MagiCare system also prevents your garments from getting too damp and wrinkled in the dry-cleaning bath.

**FREE MERCHANDISING PROGRAM.** National ads in Vogue, MagiCare banners, newspaper ad mats, counter cards and decals are furnished free to help you build business with Honeywell MagiCare's quality cleaning.

# drastically reduces pre-spotting "One Hour Martinizing" service



The Honeywell MagiCare Relative Humidity Control System was installed in May of 1959. Only a month and a half later, the "One Hour Martinizing" service informed Honeywell that their garments were consistently cleaner, brighter, softer and more sparkling—with fewer wrinkles and no shrinkage. And, they saved time and money on spotting and pressing as well!

October, 1959

Their story can be your story, too. The Honeywell MagiCare Relative Humidity Controls can bring you not only better cleaning, but faster, labor-saving operations.

The Honeywell system works equally well with Stoddard or perchlorethylene solvents, can be used with any concentration of charge soap in any type of washer extractor and with one-bath, two-bath, and batch process systems.

Ask your soap and machinery supplier about the Honeywell MagiCare system, or contact Minneapolis-Honeywell, Dept. ND-10-127, Minneapolis 8, Minnesota.

<sup>®</sup>Trademark

## Honeywell

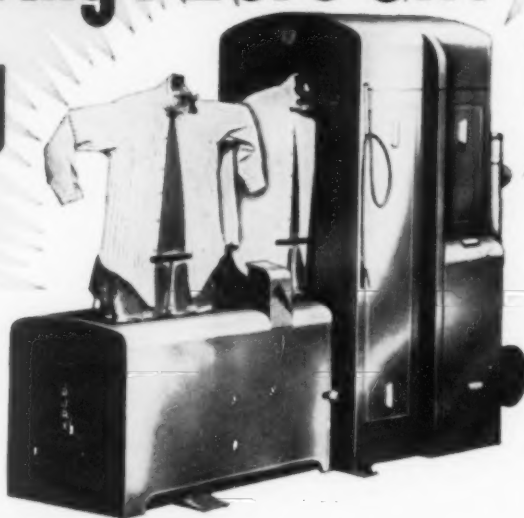


*First in Control*



# Here at last! The Amazing New AJAX DOUBLE-BUCK CABINET BOSOM BODY PRESS...

## Outproducing Any 1-2 or 3 Girl Shirt Finishing Unit Ever Built



*So New, so Revolutionary*

it makes all other shirt finishing methods old-fashioned!

- The exclusive AJAX Expanding Buck fits every shirt, consistently insuring the finest shirt quality, anywhere.
- Flexible and Versatile, it can be used as a 1, 2, or 3 girl unit, to handle volume variations.
- Compact, 10' x 10', it requires little more valuable work area than one girl unit.
- Interchangeable shirt bucks, an exclusive AJAX feature, handles boys', ladies', and military shirts.
- Ajax Double-Buck turns out more shirts than any 1, 2, or 3 girl unit ever built.

*Look Ahead*

Only AJAX can increase your profits beyond the capabilities of conventional units. Put AJAX to work for you. Contact your AJAX representative, or write directly to AJAX, Box 449, Salt Lake City, Utah.

Since 1929

### AJAX PRESSES

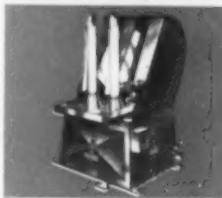
"A PRESS FOR EVERY PURPOSE"

619 S. 5th W. - Salt Lake City, Utah



#### MTH COLLAR & CUFF PRESS

2 Presses in 1 . . . high velocity heads . . . Presses collar while cuffs are being laid.



#### CABINET SLEEVE PRESS

Finishes both sleeves automatically. Features AJAX exclusive "MAGIC EYE" Seam Indicator for varying sleeve lengths.



#### FOLDING TABLE

Provides simple, fast operation. Full or semi-automatic models, with stand-up or lay-down collar blocks.





**"CLEANED"**

## but no longer a match?

*Solvent stain\* can make a cleaned skirt look dull beside its uncleared jacket—and may make your customer look elsewhere.*

**Premium DARCO®**, especially developed for modern cleaning systems, keeps your solvent clean. This powerful super-activated carbon is particularly useful with light-colored soaps.

**Remove color, soil and fatty acid** from your solvent with a daily dosage of Premium DARCO. You cut filter clean-out work, reduce make-up of costly detergent, practically eliminate distillation. One-pound power pack is easy to use, accurate and clean. Order Premium DARCO today from your distributor.

\* Redepositing of colors, fatty acids and non-volatiles allowed to accumulate in solvent.

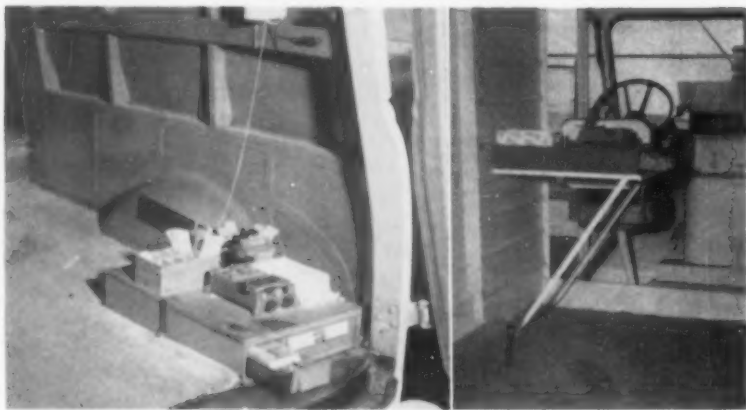
**SEND FOR NEW BOOKLET—"The DARCO Method for Purifying Modern Drycleaning Baths."**

**ATLAS POWDER CO., WILMINGTON 99, DEL.**



## GADGETS and GIMMICKS

### Two Ways to Uncluttered Truck Cab



Two systems have been used by Arnold's, Inc., of Los Angeles to handle customer records and name plates in its route trucks. It wanted the records handy to the salesman without crowding the cab.

On Arnold's panel trucks, which are rapidly being replaced with the compact walk-in vehicles, the records and plates were bolted in position on the floor at the rear of the truck (left). This arrangement provided a good working height for the use of the records and yet was out of the way of

garments. It also eliminated clutter.

As the new domestic walk-ins are received, a small metal table is positioned immediately behind the driver's seat (right). The tray is bolted to angle irons which fasten to the truck side as shown in the photo.

Truck floors are fully covered with bright red carpet, held in place by double-faced gum tape. The plant finds this helps keep garments clean. It also builds customer confidence that Arnold's really does care about the handling of their garments.

### Poly Wrap Holder Goes From Rail to Rail



A portable dispenser makes it easy to move rolls of polyethylene wrap from one slickrail to another in the drapery department at David Weber, Inc., Chicago.

The dispenser was constructed of

1/2-inch scrap pipe. L-shape supports unscrew at each end of the pipe. This enables the operator to insert a roll of poly wrap and hook the dispenser over the slickrail at any desired location.

### Foils Button Mark-Off

Most drycleaners would agree that some buttons are problems, but John Arnos of Sun-Dry Cleaners Inc., Manchester, New Hampshire, has come up with an idea that helps ease the strain in his plant.

The mark-off problem is particularly severe with the leather buttons used on the popular tan car coats and raincoats. Very often the dye of these leather buttons, being solvent-soluble, will bleed when the garment is cleaned. And because of dye bleeding a severe mark-off can occur when the buttons come in contact with the fabric, particularly during extraction.

Such stains become difficult to remove.

Drycleaners have tried many ways to prevent this problem. They have stitched cloth around the button, placed the buttons against a towel during extraction, or removed them. But John Arnos came up with a different slant that works very well. He uses aluminum foil!

The girl who marks in has a roll of aluminum foil on the marking table. From this roll she tears off a piece sufficient to mold around the buttons. This aluminum foil will stay on the button throughout the entire process of washing, extracting and tumbling. When the garment is hung up and sent to the finishers the aluminum is peeled off the button and thrown away.

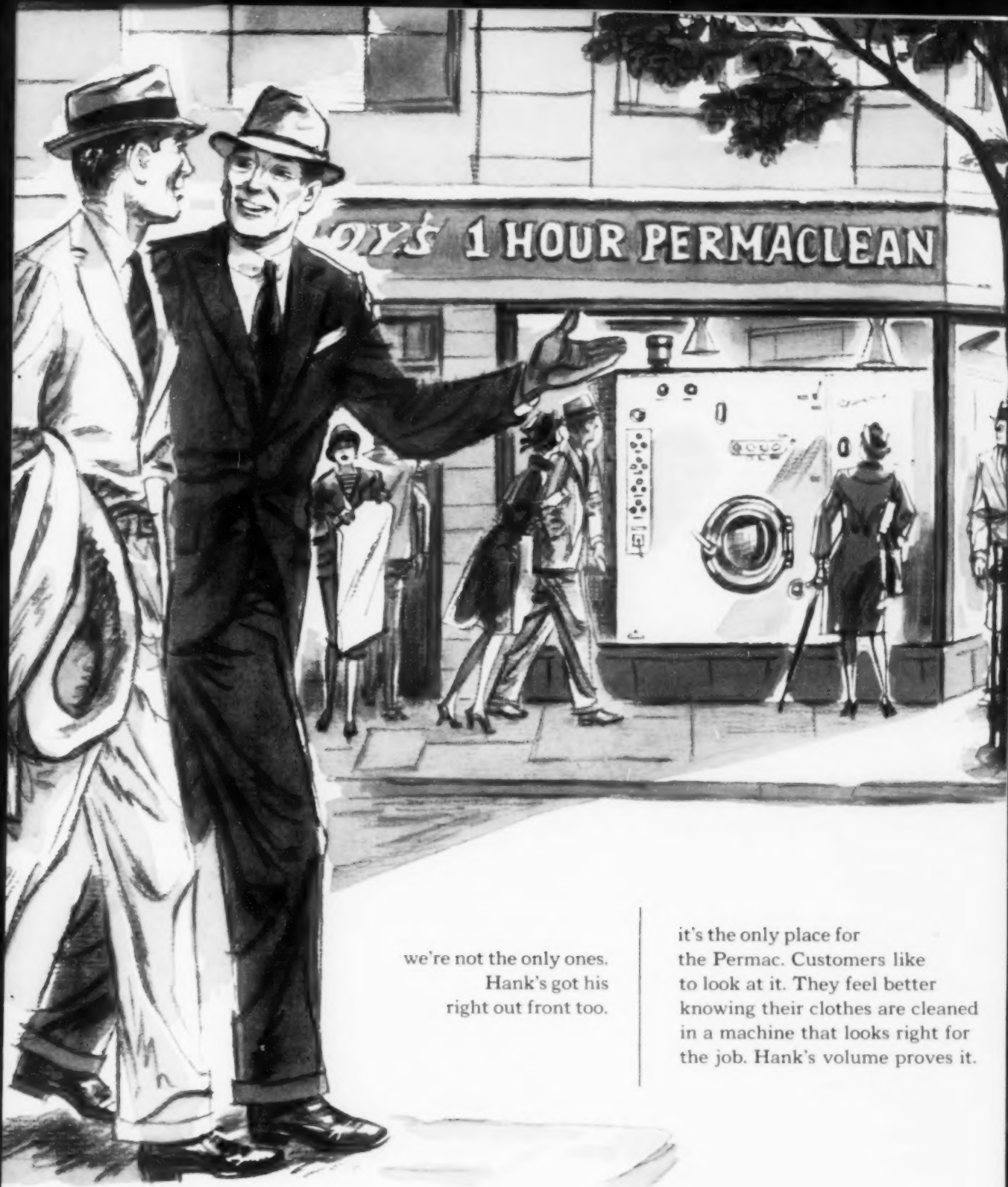
This procedure is used not only on leather buttons but also on those that have a glued-in center. Then if the center comes loose through the cleaning process, it at least can be found inside the aluminum covering and reglued into the button.

### Garment Segregator



A portable plywood partition is used at the counter girl's marking station to separate lights and darks for the cleaner at Crenshaw Village Cleaners in Los Angeles, California.

Hanger necks fastened to the top corners of the plywood panel hook over the basket sides to hold the partition in any desired position. Pants are thrown over the basket sides for easier cuff-brushing.



we're not the only ones.

Hank's got his  
right out front too.

it's the only place for  
the Permac. Customers like  
to look at it. They feel better  
knowing their clothes are cleaned  
in a machine that looks right for  
the job. Hank's volume proves it.

See the Permac in action. Write, Call or Wire:  
Pinnacle Products, 412 West Lake St., Addison, Ill.  
Carman Machinery, 62 Montvale Ave., Stoneham, Mass.  
West American Permac, 1300 Douglas, Los Angeles, Cal.  
Stebbins Mfg. & Supply, 1735 Blake St., Denver, Colo.

**PERMAC**  
*its beauty is rivaled only by its performance*

# EDITORIALS

## Business and Politics

Did you ever stop to think how responsible you and I are for the current state of affairs in government and economics? This was forcefully brought home by the institutional advertisement that appeared on page 3 of the September NATIONAL CLEANER & DYER. Written by Roger N. Conger, an industry leader, it points out the stake each of us has in the future of America.

Mr. Conger speaks of the dangers of inflation, the loss of export markets and the increase of imports because of the great difference between our wage scale and those of overseas countries, reflected in price differentials that work to the detriment of American manufacturers.

If we as cleaners, an important segment of the economy, are to avoid paternalism, are to enjoy free enterprise, and keep taxes, controls and unnecessary restrictions from strangling us, we must take action. As Mr. Conger states, "We can, and we must shed our complacency, and get out into the streets of political activity." He urges all of us to keep in touch with our representatives in legislature so they know our views and needs.

And it goes even farther than that. In most states there will be primary elections this fall. At the grass-roots level we have the opportunity to recommend men for office and vote for them for positions as precinct or ward leaders. These men in turn have a great say in who shall run for the more important posts next year during the national elections.

Someone will select these men for the lower-echelon positions. If you and I don't, it will be done by the special-interest groups. They count upon the complacency of the average citizen during the relatively drab off-year elections. A minor percentage of voters in effect control the pattern that the national elections will follow. Then, when the general public votes next year, the die will have been cast.

The time to get busy is *now*, unless you want further erosion of your profits. Next year it may be too late.

**Public relations**—that is, good customer acceptance—is always one of your most important challenges. And there is no better way to develop this than to cater to the children of your customers.

There are many ways to bring this about. Many cleaners offer to clean band uniforms, choir robes or athletic uniforms free or at cost. Others supply a route truck to haul band instruments and other equipment to football contests.

**Other astute plantowners** make an even more direct approach.

They work closely with home economics classes and the teachers of students taking this important subject. Most schools teach a great deal about garment sewing, but there is surprisingly little information available on textile maintenance. Teachers and students alike are crying for educational material along this line.

**Cleaners** who volunteer educational material and their own time as lecturers do two things. They establish themselves as experts and they cultivate the market of tomorrow. It makes sense.

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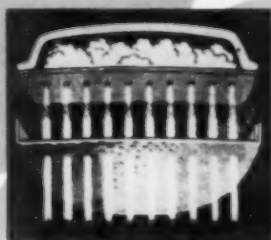
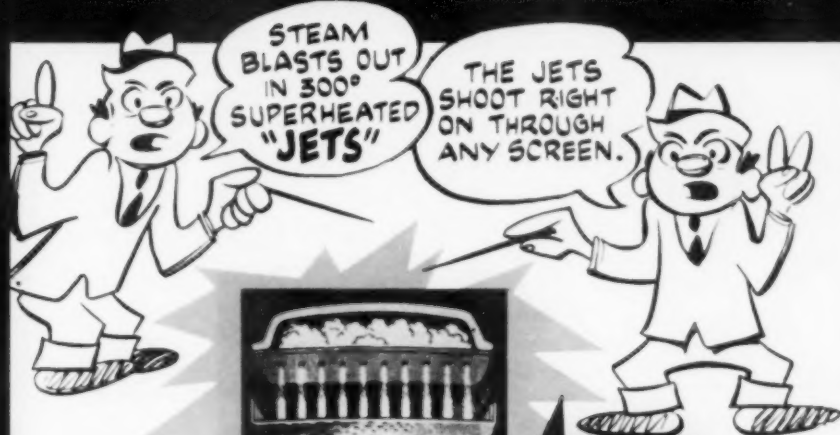
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# YOUR PROBLEM... & SOLUTION!

Because of the way all pressheads must be made:



**WRONG**



WHERE THE JETS HIT THE HEAT IS OVER 300°

TOO HOT... TOO DRY!

BUT THE FABRIC AREA BETWEEN THE SPOTS IS DAMP~ AND BELOW 200°!

THAT MEANS UNEVEN FINISHING... CAUSES PUCKERING.

ON WOOLS, THEY "BAKE" THE FABRIC, MAKE IT HARSH... REQUIRE DO-OVERS!

ON SYNTHETICS, THOSE MARKS ARE PERMANENT DAMAGE!

# SOLUTION!



## HOW HAZARDS ARE ELIMINATED WITH *Fabric-Safe* DOUBLEPLATES

When your press is equipped with a *Fabric-Safe* Doubleplate, "jets" of steam from the presshead ports are "baffled" and forced through thousands of tiny canopied open-



**RIGHT**

ings. Soft blanket of steam pours gently through outer plate over the entire pressing area. Eliminating harsh "jets" and cooling the steam to under 250° permits safe finishing—even of heat-sensitive fabrics.



Gives seams and buttons "a place to go" ... prevents hard impressions ... avoids glazing of pockets and seams ... eliminates problem of shine and moire on buck side of lays. Never loses resilience.



Saves 33% of steam cost ... boosts quality and production because it cuts radiation of heat in half for reduced operator fatigue. Slips onto presshead in just one minute. Available for most cleaners' presses.

ORDER FROM YOUR JOBBER

FABRIC-SAFE  
CUSHNTOP  
COMFORTOP

PRODUCTS BY

**BISHOP FREEMAN CO. MANUFACTURERS, EVANSTON, ILL., U.S.A.**

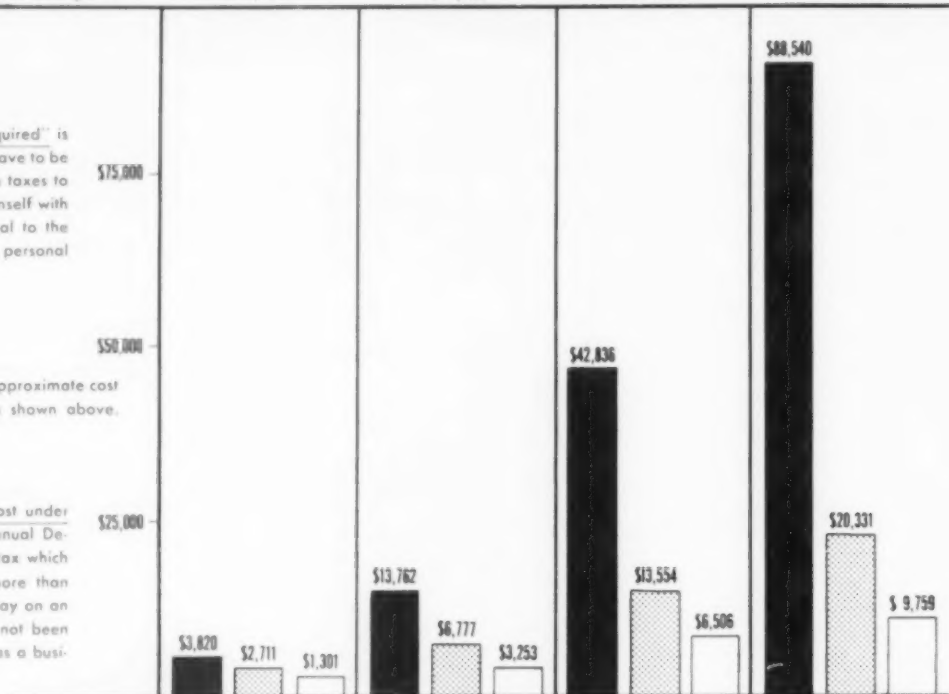
RELATIVE COSTS OF PENSION PLANS VS. SALARY INCREASE	Salary ----- \$10,000	\$25,000	\$50,000	\$75,000
	Net Taxable Income ----- \$ 8,000	\$22,000	\$44,000	\$68,000
	Pension per Year ----- \$ 3,000	\$ 7,500	\$15,000	\$22,000

Age 50

The "Salary Increase Required" is the amount which would have to be paid the executive before taxes to enable him to provide himself with a retirement income equal to the above pension under a personal savings program.

"Annual Deposit" is the approximate cost of providing the pension shown above.

The "Net Corporation Cost under Pension Plan" is the "Annual Deposit" less 52% income tax which a corporation earning more than \$25,000 would have to pay on an equivalent sum if it had not been able to deduct that sum as a business expense.



## There Is a Pension Plan

*Large and small plants alike can get coverage*

FOR SOME TIME, management of small and medium-size drycleaning companies has been concerned with setting up some form of pension or profit-sharing plan for their key personnel.

Over a span of more than 25 years, I have spoken to many small and medium-size companies throughout the country. They tell me that the main reason they have not installed a plan is one of three:

1. First, existing plans are too complicated. I have studied some of them, and I'll go along with these prospects because I'm supposed to be an expert and I can't figure out exactly what the

advocate of the plan is attempting to sell.

2. Second, they felt that being a small or medium-size company, they could not afford a plan. They may be all right for the larger company, but it was something else for them.

3. Third—and I think one of the most important reasons—they could not make a commitment over a long period of time because they did not know what their financial condition would be in the future.

So, many of the companies simply had put this problem off to a future date, and, of course, that's not the answer, either. For those of you who

are having your sons continue the business, I don't think it's quite fair to ignore this problem and pass it on to them.

They are then faced with one of two solutions to this problem of pension or profit-sharing plans. One is to continue an employee way beyond his usefulness to the company. In other words, instead of receiving \$1.50 for every \$1 that you pay him, you are receiving only 80 cents, and that loss must be labeled a "hidden pension"—there is no other name for it. He is not earning the money that you pay him. So that is no solution.

The only other solution is to fire

## RELATIVE COSTS CHART

← This chart shows the advantage of a corporation's purchasing a pension plan for a key employee over giving him a bonus in an amount which would be required by him to purchase his own pension plan.

For example: For a man with a \$25,000 salary, it would be necessary to give him a bonus of \$13,762 for him to net \$6,777 (after he paid the income tax on it), which is the amount required to purchase a pension of \$7,500; whereas, the corporation can purchase this same pension for him (if it is in the 52 percent bracket) for \$3,253, a saving of \$10,509!

### PROBLEM: —▶

The owner of a small close corporation, age 55, desires to withdraw a sufficient amount from his company's earnings during the next ten years to create a fund with which to retire. He feels that he can safely withdraw as much as \$30,000 a year, before taxes.\*

## ONLY TWO PLANS ARE AVAILABLE

### PLAN A

Withdraw as much as possible of the \$30,000 as additional income for each of the next ten years.

### PLAN B

Create a qualified Pension Plan for his staff with himself as a participant.

PLAN B YIELDS  
TWICE AS MUCH

### TAX RESULT

From the earnings of the corporation ..... \$30,000  
52% tax bracket ..... 15,600  
Left after taxes ..... \$14,400

In order to withdraw the \$14,400 it must be declared as additional salary.

50% personal income tax bracket ..... \$ 7,200

Maximum amount possible to withdraw .. \$ 7,200

Result at end of 10 years

Maximum amount possible to accumulate in a Fund ..... \$72,000

Out of the total contribution of \$30,000 to fund the Pension Plan, an amount of \$15,000 is deposited to the owner's account.

a) There is no tax on the \$30,000 as it is written off as a corporate deduction.

b) The money deposited each year is not reported as taxable income for the owner and other participants.

Result at end of 10 years

Amount accumulated to owner's credit in Fund ..... \$150,000

\* The same idea applies to companies and owners in lower tax bracket

Owner's total cash under Plan: B. .... \$150,000  
A. .... 72,000  
OWNER'S GAIN UNDER PLAN B. .... \$ 78,000

# To Fit YOUR Needs



By I. AUSTIN KELLY III

that man. You can readily see what effect that would have upon a small company and its morale if a man who has given a great many years to the firm is suddenly discharged.

### What about the key man?

Before we go into the realistic solution to this problem, let us look at the question of the key man. This is the first of the basic problems: how to recruit this key man. Every company has the right place for that man. If it has not, it will make a place for him because he is the one who will be profitable to the company.

Looking into the future, I do not

think it is going to be any easier to bring this man into your company than it is at the present time. Your problem is not only to recruit the right man, but to keep him. In training a salesman, you might put in two or three dollars for every dollar you'll get back; but after three or four years, money starts coming back to you.

He has built up a clientele. Now the question you have to ask yourself is: Is that clientele his, or is it yours? At this time, some competitor comes along and offers him more than you can give him. And away he goes. Today that key man—and we have heard this many times—is not inter-

I. Austin Kelly III has devoted the past 27 years to pension and profit sharing plans, specializing in the needs of small and medium sized companies. He is a graduate of the Massachusetts Institute of Technology and did graduate work at Harvard University and at Oxford University in England.

His articles on pension and profit-sharing plans have appeared widely in publications of business and industry. He has also addressed many conventions of trade associations, accounting groups and other organizations. He is president of the National Employee Relations Institute, Inc., of New York City.

## Holds key employees, benefits plantowner

ested in additional income. His income is high now and he is paying high taxes. The big thing that interests him is some kind of deferred compensation.

This is one of your basic problems; how to recruit that man; how to keep him on your team; and how to have him reject flattering offers that might come along. If no one gives him a flattering offer, you might think you have chosen the wrong man.

### What about the plantowner?

Your next big problem is how you can take care of yourself. Many of you started in a conservative way. You couldn't take any money out of the business to start with. You had to plow it all back in.

Now you are around 55 or 56 and you'd like to pull some of this money out. When you talk to your accountant, you hear the sad story that by the time you get it out of the business, there is very little left after taxes. To me, this is a more serious problem than the key man problem. You seem to be the forgotten man. These, then, are the two basic problems of any small and medium size business.

There are two courses open to you who face this problem. First, you simply put it off again. By doing nothing, here is what happens:

The chart shows a company that is making \$15,000 a year and is in the 52 percent bracket. The same basic thinking follows through if you make \$5,000 or \$10,000. If you do nothing about it, the Government takes its share and leaves after taxes \$7,200.

Now you say to yourself, "I'm going to take something out for, after all, it is my business." If you try to withdraw that money and you are in the 50 percent bracket, you end up with \$3,600. Over a period of 10 years, you will actually earn \$36,000.

Here's something that you could have done and can still do. Plan "B" in the chart shows how you can double your money. Of the \$15,000, the Internal Revenue Department allows you to segregate at least 50 percent for yourself. You do not have to pay income tax on this \$7,500 deposited in a pension plan and earmarked for you. It is written off as a corporate deduction. Therefore, in a 10-year period, you have saved \$75,000. This is a gain of \$39,000 over your earnings in Plan "A."

That isn't all. The earnings from the money deposited into your plan are not subject to taxes. If you made 3 or 4 percent, it is 3 or 4 percent net. If you took the earnings out yourself and invested them, then you would have to pay income tax on the earnings on your saving.

If these increased savings interest you, you may want to know how to go about getting them.

### Fit plan to your own needs

Two important factors of your plan should be: to keep it flexible, and to have deposits based on the earnings of the company.

How do you know what conditions will be like tomorrow? Design it in such a way that it is *your* plan. Make it meet your particular requirements. If your requirements change, alter or discontinue the plan to meet the situation. Further considerations will be based on these two thoughts. Keep them constantly in mind.

You also have the consideration of where to put the money. There are six ways to fund this plan. One is to buy stocks and bonds with the aid of investment counsel or without. The second is mutual funds, on the theory that they can break it down better than you can. Third, the corporate trustee, a bank. Then there are conservative investments such as Federal savings and loans, Government and savings bonds. Fifth is your life insurance company, and sixth is a combination of these, picking the best of each.

### Sell plan to employees

One other point which I think is one of the greatest omissions in plans: *Sell that plan to the employee.* Spend a little time putting your plan in writing. Have your employees sit down, one by one, if you can. You don't have too many. Explain the plan until they understand it. If they don't understand it, there's something the matter with your written plan, not with them.

See that they appreciate it because we must remember this—the whole purpose of this is to get that man on your team; get him religious about the company; let him realize that every dollar he saves benefits him.

Then, you are getting back to your

first problem of recruiting that key man. Where does he come from? Often he comes from your own staff, or from the fact that you have a reputation in the industry of attracting good key men and rewarding them for their services. Then your older man who is getting older won't hold up the young key boy but will help him on his way.

We always say there are three types of companies that come to our office to discuss this matter. One, those that will never install a plan. Once in a while, maybe, their conscience hurts them. They come in—many times through their attorney—and they are more interested in bigger dividends maybe for the widow, but they'll never have a plan. We can sense them, we've talked to so many of them.

The second group will also never have a plan. Every year when we recalculate a plan—and this is the serious part about it and the sad part, in a way—we have to give them a higher figure because of two things. One is that they have lost the 52 percent for the year before (the Government took that)—and the second is that those key employees are a year older. Then after calculating this for five or six years, they get discouraged and fall into that first group which never does have a plan.

### Keep ahead of competition

The third group consists of those who realize the importance of this; realize it is good business; realize it is a smart investment if set up properly, and get the key men on their team. They realize what is more important than all that, that in comparing two companies with the same financial statement today, with the same machinery, the same type of customers, the difference in five years is going to be the difference in the key employees.

Smart management today realizes it isn't a question of whether to put in a plan or not to keep up with or go ahead of competition, *but when!* So they design this plan to attract key people, to get them on their team. In addition to that, they are also looking after the forgotten man—the man who owned the company and made so much sacrifice bringing it to where it is today. # #



TAKE A  
CLOSE LOOK  
AT

**THROUGHPUT**



## ... Organize your whole plant for profits!

Among dry cleaners a favorite subject often is production per operator hour. Generally this is discussed by departments, even segments of a department. Thus we hear that one operator expects 40 pairs of trousers while another thinks of coats over steam air equipment.

The same subject comes up when discussing the capabilities of different pieces of equipment, or where they fit in a layout designed primarily to increase plant capacity.

Seldom, however, do you hear this subject discussed from the standpoint of the entire operation, the kind of processing which helps to make possible greater throughput with no sacrifice of any customer satisfaction. This means taking a close look at every department from the cleaning room to the packaging department, viewing them as a whole. To do otherwise can lead only to false and unwise conclusions.

That's exactly the point of view of new Sanitone 30-90\*, the cleaning system that keeps every department in mind. You see Sanitone 30-90 with Soft-Set® Finish which makes less moisture do more work also:

- Allows fewer classifications, produces more full loads per hour.
- Speeds up spotting, no lint problem.
- Makes for faster, easier finishing.
- Assures faster assembly. Loads come through together . . . fewer go-backs.

\*Patents Pending

*But don't take our word for it. You can learn how to reduce costs in every department with pace-setting Sanitone 30-90 through a demonstration in your own plant.*



Simply write to:

## **SANITONE DRY CLEANING SERVICE**

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

October, 1959

## Even Advertising Isn't New . . .

It doesn't seem possible, but even drycleaning sidelines were appearing in newspapers as far back as 115 years ago. Here are two from the November 25, 1844, edition of the *Exeter News-Letter*, Exeter, New Hampshire. One involves water repellency; the other covers rugs and households, as well as general cleaning and dyeing.

The importance of advertising is even greater today than it was then. Hats off to these pioneers!

# There's

## Nothing New Under the Sun

*Or, frozen foods are old stuff to the Eskimos*

THERE REALLY ISN'T anything new; it's just a new twist on an old idea. Wash-and-wear? How about seersucker suits which have been around for years? Even in the drycleaning equipment field we find some recent "innovations" have actually been in use for decades.

Lewandos Cleaners of Watertown, Massachusetts, has given us some excellent proof of this fact. The photos that accompany this article are all at least 30 years old. Among the units this plant had then were washer-ex-

By ART SCHUELKE

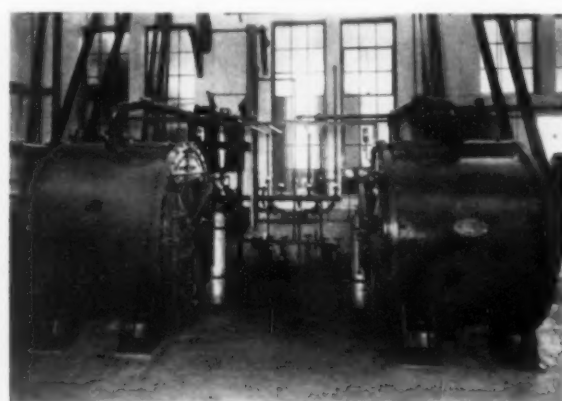
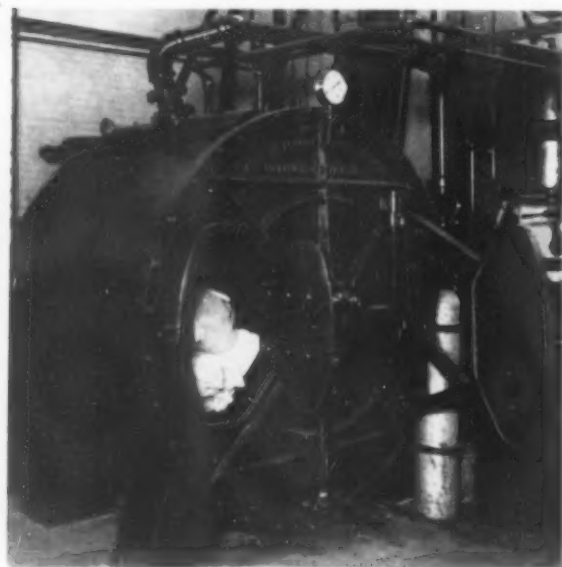
tractors, vapor reclaimers and sludge cookers. Of course, all of it has long since been replaced with modern equipment, machines that do the same tasks faster, more easily and cheaply.

But it is interesting to note that, even that far back, this plant was using a type of charged system. Chemicals were added to the petroleum solvent in what amounted to a 4 percent solution, which didn't require a

rinse. Loads were 320 pounds to a machine. After a 5-minute run on the filter, 3 gallons of water were added to the solvent flow line between the filter and the pump. Neither the detergent nor that amount of water affected the filter pressure. The cleaning cycle, following the break, was another 25 minutes on the filter, quite similar to today's practice.

Lewandos then used two 320-pound imported washer-extractors. And it needed the capacity. This firm,

*Continued on page 36*



These two washer-extractors could handle 640 pounds in each cleaning cycle. Flow lines were 4 inches in diameter; were equipped with thermostatically controlled heaters and coolers

◀ Note the vacuum gauge that registered operating conditions inside the washer

Portsmouth, June 21, 1844.

**Portsmouth Dye House,**  
No's 28 & 30 Penhallow street.

FROM this date only one dollar will be charged for Ladies' Dresses.

All kinds of Silk, Cotton and Woollen Garments Dyed and finished in the very best manner.

Mens, Casmere and all other kinds of Shawls, Gentlemen's Coats and Pantalons, Cleaned with original Wash. Also Carpets, Rugs, Blankets, Table Covers, &c. cleaned in a superior style, colours restored, and on the most reasonable terms.

Goods returned in one week.

Agents for receiving Goods—J. W. Pierce, Newburyport; E. G. TAYLOR, Exeter; C. B. French, Newmarket; E. & W. Anderson, Dover; E. L. Baker, Dover; Somersworth; J. G. Thompson, South Berwick; Porter Hall, Kennebunk; Porter & Hadden, Saco.

A large assortment of Cravats, Scarfs, and every other article necessary for Gentlemen's wearing, at extremely low prices.

Wash & Dye have a new method of removing stains from Cloth, by Chemical operation, so that cloths will stand water equally as well as Oil Cloth, without the least injury, but on the contrary it tends to prevent decay by rotting, and imparts a richness and durability to the article. Over 40000 Water Proofed for 30—Faint, 15 cts. N. B. Gentlemen purchasing their Cloth at other stores, can have it cut or made up in good and fashionable style and warranted to fit.

1/2 Term, Cash on delivery.

Exeter, Sept. 25, 1844.

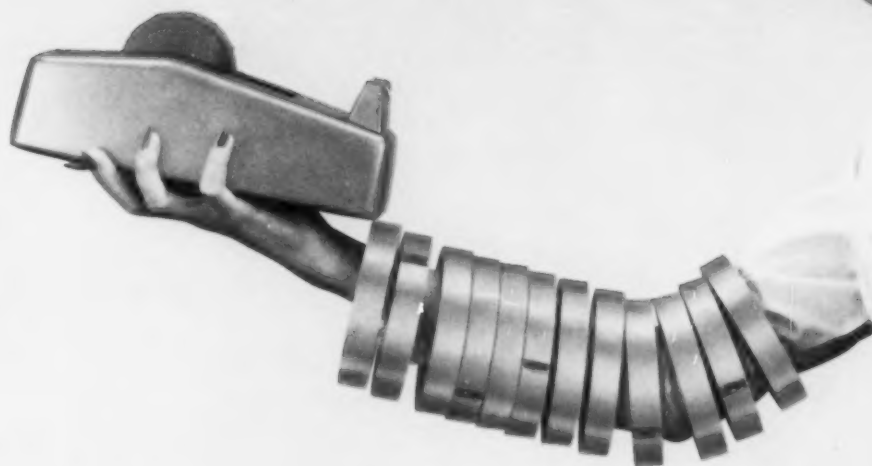
**COPPER CALDRONS!**  
At the Exeter Stove Manufactory.

well; 2.0  
beria and  
two-third  
—being 1  
ve Sand  
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will also  
Exeter

**JO**  
**SILVI**  
Watche  
No. 10  
**WATCI**

# Half price deal!

Get this Heavy Duty Dispenser  
at half price . . . when you buy  
12 rolls of **SCOTCH BRAND**  
Cellophane Tape



Save \$1.97...  
ask for deal HD

Includes 12 rolls  $\frac{1}{2}$ " x 2592" tape (at quantity price),  
plus C-23 Heavy Duty Dispenser (Reg. \$3.95) for  
just \$1.98: Hurry—offer expires December 31, 1959.

Order from your tape supplier now!

"SCOTCH" AND PLaid DESIGN ARE REGISTERED TRADEMARKS OF 3M CO.

**MINNESOTA MINING AND MANUFACTURING COMPANY**

... WHERE RESEARCH IS THE KEY TO TOMORROW









# OUR PRODUCT IS PROSPERITY

## Quality Products Are Not Expensive

Your laundry and dry cleaning equipment represents a large, substantial investment. To make it pay, it must be durable . . . dependable and last many years. You can only find these factors in quality machinery.

There is no substitute for durable materials, practical experience and pride in manufacturing a product. Quality products are not expensive for while the initial cost may be a little more, your measure of profit is much greater . . . Prosperity's well-built machinery does not need replacing every few years.

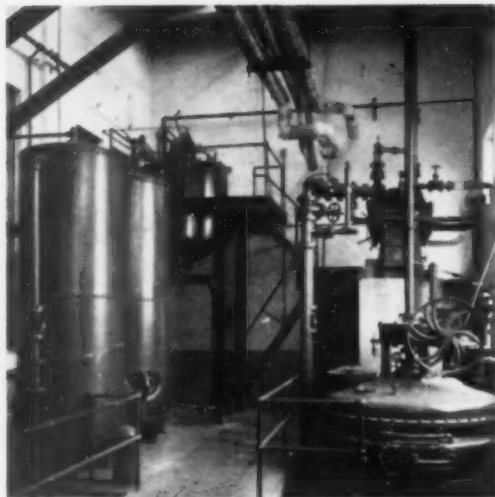
There has never been a substitute for Prosperity quality and there never will be. Prosperity's many years of experience and pride in manufacturing gives you longer trouble-free life for the machinery on which your income depends.

Call Your Prosperity Man.

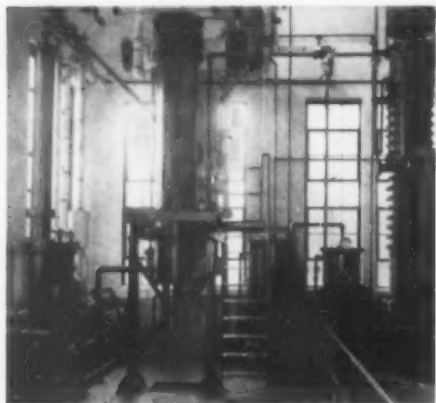
*The* **PROSPERITY** *Company*  
DIVISION OF WARD INDUSTRIES CORPORATION



Elevated tank at right held filter powder slurry to be fed to the system

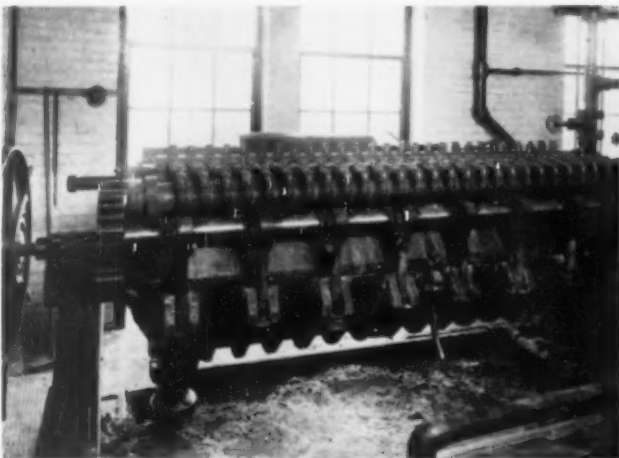


The device at right reclaimed solvent from filter powder after backwashing



Above: Device at right reclaimed sludge, also solvent fumes in atmosphere. Still is in center

Right: Here's a king-sized filter! Hasps along middle were loosened to drop dried powder into pit below. Filter had capacity of 10,000 g.p.h.



*Continued from page 32*

which is now over 100 years old, was one of the largest, if not the largest in the United States. It even had branch offices in Europe which sent work to the Watertown plant.

The washers were unique in that they and, in fact, the entire system operated under vacuum. Solvent was drawn into the washer under some 12 inches of vacuum. The solvent was under this same vacuum throughout the cleaning cycle in the vapor-tight machines. The theory behind this was that if all air was removed, the garments would absorb the solvent faster. There would be greater penetration, hence better cleaning.

After cleaning the solvent was removed from the washer, again by vacuum, to a tank that operated at about 14 inches vacuum, greater than the washer. Extractions were taken away in the same manner.

Each washer had four pockets, which held some 80 pounds of garments apiece. A tank was used to feed a filter powder slurry to the loads. This tank held 500 gallons of solvent to which 100 pounds of filter powder were added. An agitator kept the powder in suspension.

Even distillation wasn't new to Lewandos. It operated a 500-gallon-per-hour vacuum still. Another device of special interest served two purposes. It cooked the muck from the still and also reclaimed petroleum solvent from the atmosphere.

The filter operated in a horizontal position. It contained 27 round Monel metal screens, each some 6 feet in circumference. When it was time to remove the powder, the solvent was first drained off. Then air was injected into the filter to remove practically all the solvent, leaving a dry cake. (Sound familiar?) The powder dropped into a pit below the filter and was shoveled out as convenient.

And so this progressive firm has been doing for years many things that we look upon today as advanced thinking. Of course, it has long since switched to up-to-date machines which work more efficiently. That's where the new twist on old ideas comes into play. It makes us stop to reflect, however, that our predecessors knew a few things, too. # #

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# Pinpointing Air Compressor Faults

*Insurance report reveals need for proper maintenance*

By JOSEPH C. McCABE

THE USUAL TYPE of air compressor you find in a drycleaning plant is run by an electric motor. It is a high-speed, V-type, two-cylinder design that uses a reciprocating piston to push out air under pressure.

This service is severe on any equipment and failures take place. In fact, these failures occur frequently enough so that the Hartford Steam Boiler Inspection and Insurance Co., a firm of accident insurers, has tabulated\* compressor failures with the idea of suggesting operating corrections for users or design changes for equipment managers.

Tables I and II give the insurance company totals for all piston-type compressors, most of them the kind used in the drycleaning plant. The failure pattern applied across the board.

Incidentally, if you'll refer to your equipment insurance policy, and it's a standard one, an insurable accident is defined: "Accident shall mean (1) a sudden and accidental breaking of the Object or any part thereof, into two or more separate parts; (2) A sudden and accidental burning out of the Object or any part thereof; (3) A sudden and accidental deforming of any shaft or rod of the Object."

Going back to Table I, of the 149 failures from valve breakdowns, 138 were operating valves and only 11 control-type valves. When you consider the heavy load these operating valves need to carry, the cause of their failure begins to come to mind—fatigue. This is exactly the finding of the insurers (Table II).

*Continued on page 40*

Table I—Location and Type of Initial Failure

Specific Part	Type of Failure	No. of Failures
Valves .....	Broken .....	149
Bearings .....	Broken or Burned .....	114
Cylinders .....		
Cylinders or Cylinders and Pistons ..	Burned Out .....	74
Cylinders .....	Broken .....	12
Cylinder heads .....	Broken .....	12
(Total 98)		
Crankshaft and Main Shaft .....	Broken .....	41
Pistons .....		
Pistons .....	Broken .....	23
Piston Rings .....	Broken .....	16
(Total 39)		
Connecting Rods .....		
Connecting Rods .....	Broken, Deformed .....	19
Connecting Rod Bolts .....	Broken .....	8
(Total 27)		
Wedge Bolts .....	Broken .....	21
Crossheads .....		
Crossheads .....	Broken .....	10
Crosshead Slippers .....	Broken or Burned .....	11
(Total 21)		
Piston Rods .....	Broken or Deformed .....	16
Frame .....	Broken .....	8
Flywheel or Pulley .....	Broken .....	5
Crankdisk .....	Broken .....	3
Shaft .....	Burned .....	2
Counterweight Bolt .....	Broken .....	2
Crosshead Pin .....	Broken .....	1
		547

Table II—Causes of Valve Failures

Cause	No. of Failures		
	Discharge Valves	Suction Valves	Control Valves
Fatigue .....	36	23	4
Loosening of Fastenings .....	14	17	4
Improper Assembly and Adjustment .....	13	9	2
Wear .....	6	6	—
Improper and Defective Materials .....	5	—	—
Overheating .....	5	—	—
Wrong Valves Used .....	2	—	—
Foreign Matter in Cylinder .....	1	1	—
Operator's Error .....	—	—	1
Total	82	56	11

\*Air Compressor Preventive Maintenance Programs," by K. F. Shoephoester, *The Locomotive*, Vol. 52, No. 7.



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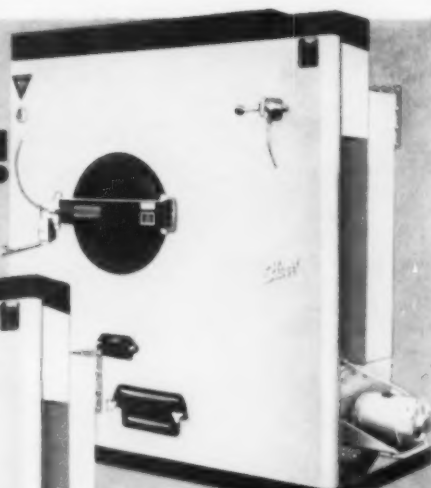
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Continued from page 38

More failures involved discharge valves than suction valves because the discharge valves operate at higher temperatures, become overheated if the valve leaks, and recompress. What's more, they are more likely to accumulate hard carbon deposits. All these factors tend to shorten the operating life of all discharge valves.

Always keep a spare set of valves ready for service. This will be particularly helpful when only limited time is available for valve inspection or compressor overhaul. The valves in the compressor can then be replaced with the spare valves. The inspection and servicing of the removed valves can be performed at a convenient time.

To minimize fatigue failures you must prevent dirt, carbon and deposits from building up. An adequate air filter installed in the suction line, regularly inspected and serviced, will maintain valve efficiency. Also, only a high-quality oil recommended for air compressor service should be used and only in the amount required for adequate lubrication.

In recent years, air compressor manufacturers have improved valve design so that loosening of fastening nuts and other securing devices will not allow valve parts to enter the cylinder. However, many older compressors without this design feature are still in service.

A review of accidents attributed to "loosening of fastenings," which is the second most frequent cause of valve failures, indicates that many of these failures were due to deteriorated securing devices such as cotter pins and lock washers. Therefore, when the valves are reassembled, these devices must be renewed—not reused.

Since "improper assembly and ad-

justment" is the third most frequent cause of valve failures, it is obvious that care is important in adjustment and reassembly of valves. The manufacturer's instructions for adjustment, assembly and servicing of valves should always be consulted in performing this work. If the valves become noisy or develop abnormal

## Preventive Maintenance Tips



1. Not Enough Capacity—excessive leakage in pipes, fittings or valves; discharge pressure too high; wrong speed; clogged intake filter; worn piston and rings; leaky cylinder-head gasket; belt slips; intercooler leaks.



2. Compressor Overheats—valve strips broken; direction of rotation wrong; intake filter clogged; discharge pressure too high; internal leakage; not enough lubricating oil.



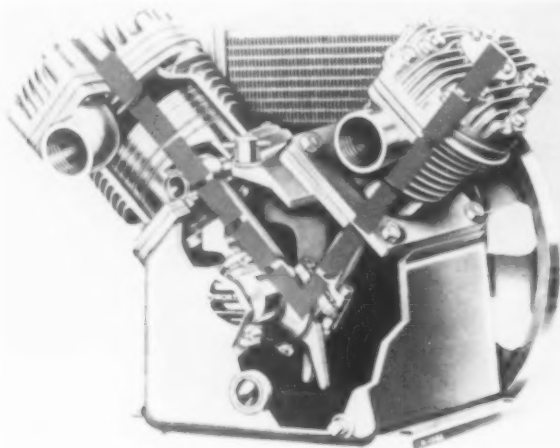
3. Compressor Knocks—loose flywheel or pulley; loose valve in cylinder or loose unloader; excessive end play in motor rotor; too much wristpin- or crankpin-bearing clearance; belt not aligned; unlevel mounting.



4. Excessive Compressor Vibration—unit not properly secured to foundation; wrong foundation; shipping blocks not removed from under base; motor rotor out of balance; one cylinder in a two-cylinder unit not working.



5. Unit Blows Fuses—fuses too small; low voltage; pressure-switch differential too small; unit starting against a full load; motor defective; compressor or motor binding.



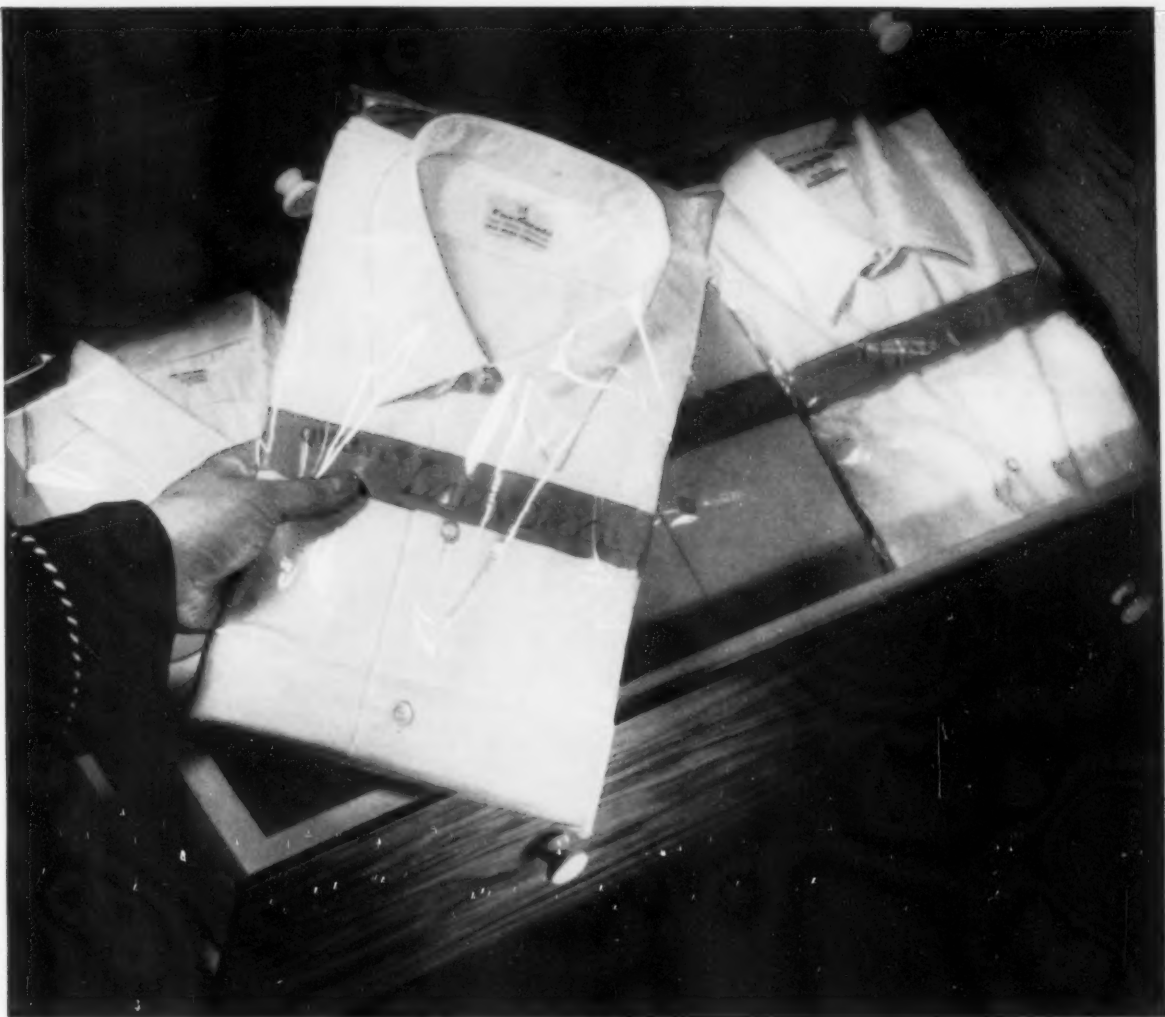
High-speed, V-type two-cylinder compressor motor

sounds while in operation, a prompt investigation is in order to determine the cause and the correction needed.

Of the 114 bearing failures in Table I, 83 were caused by "loss of lubrication." This indicates a definite and prevalent lack of good operating and maintenance practices, since the proper lubrication of the bearings on air compressors is not difficult. The detailed causes tell the story fairly well and should point the way toward a program for reducing the frequency of such occurrences. To that end the following suggestions merit consideration:

1. Carefully select the lubricating oil.
2. Keep oil in crankcase at the proper level. (A clean oil-level sight gauge on the crankcase is necessary.)
3. Drain and clean the crankcase as needed.
4. Check and guard against condensation in and water leaks into the lubrication system.
5. With the compressor in operation, check the bearings frequently for overheating, lost motion, and see that adequate lubrication is being provided.

Continued on page 70



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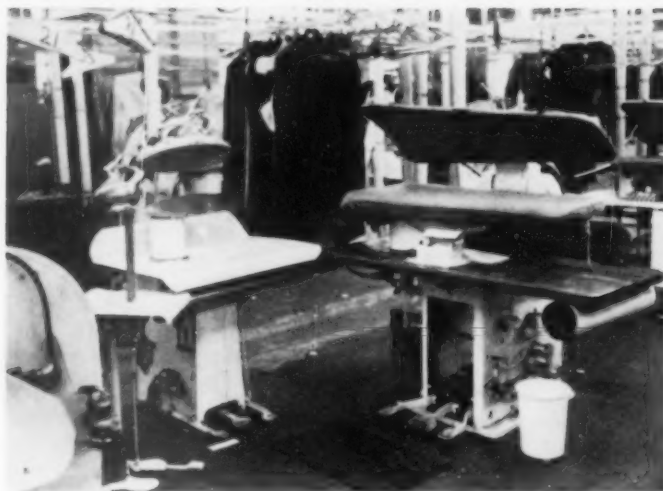
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## New Layout and Equipment Speed Wool Finishing

Better quality  
and improved service  
are important extra benefits



Coat units, like the entire department, are set up for through-the-unit production

By ART SCHUELKE

ANY PLANT turning out as many as 1,300 pieces an hour needs to take advantage of every opportunity to increase efficiency. Aristo Cleaners of Washington, D. C. is just such an operation. And it is doing things.

The plant for years had the usual in-line production setup in finishing. A few months ago Aristo completed a revision of its wool finishing department, and the results have been so remarkable that it is proceeding with a similar revamp in the silk department.

The first step, under the guidance of owner LeRoy Leibel, was to consult the National Institute of Dry-cleaning on layout changes. He next called in an allied trades firm that gave advice on equipment and other layout suggestions.

The recommended changes included a complete switch to air-driven presses in the pants department. Steam-air finishers were suggested in the coat sections. Naturally, through-the-unit production was also advised. The entire revamp is estimated to run about \$35,000.

There are many reasons why this was a sound investment. First of all, the plant operates at "popular" prices. While this gave Aristo something of a competitive edge, still it wasn't able to maintain a good service factor.

Thanks to the speed-up in finishing achieved by the changes, the plant can now offer even same-day service, which it does at no extra charge. Its regular service is one week, and it does have an intermediate service of

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# CISSELL

two or three days. The latter, like same-day work, is done only at the specific request of the customers.

Here is another advantage. Before the change in the trouser department, two girls worked as a team. One girl topped; the other legged. Since a topper can outproduce a legger, the operators of the toppers geared their production to keep pace with the legger.

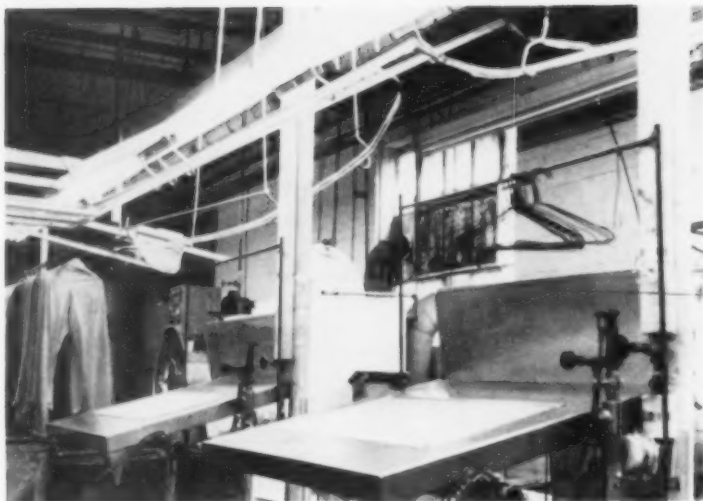
Under the new setup, each girl has the proper equipment to do her own topping and legging. There is no double handling of the work, picking it up and laying it down between operations.

The addition of steam-air finishers, plus individual sets of puff irons in each unit, has accelerated coat production, too. While one garment is on the steamer, drying, the operator is touching up another.

As a result, the plant is now producing more work, of better quality, with 24 finishers instead of 38. And at that, the crew was just coasting when I visited the plant. Management stated that the same crew could produce 50 percent more work when the peak volume periods hit.

Meanwhile, during slower times the plant can maintain a lower volume at a better price. In the past it had to run costly specials just to keep the crew busy. Now the reduced force can handle less volume without the high cost of carrying a lot of extra people.

Air-driven presses in the trousers



Conveyor rails between spotters carry work up for gravity feed to proper finishing line

department have improved two things: morale and quality. The operators are less fatigued at the end of the day and the consistent head pressure produces the same quality work on all garments.

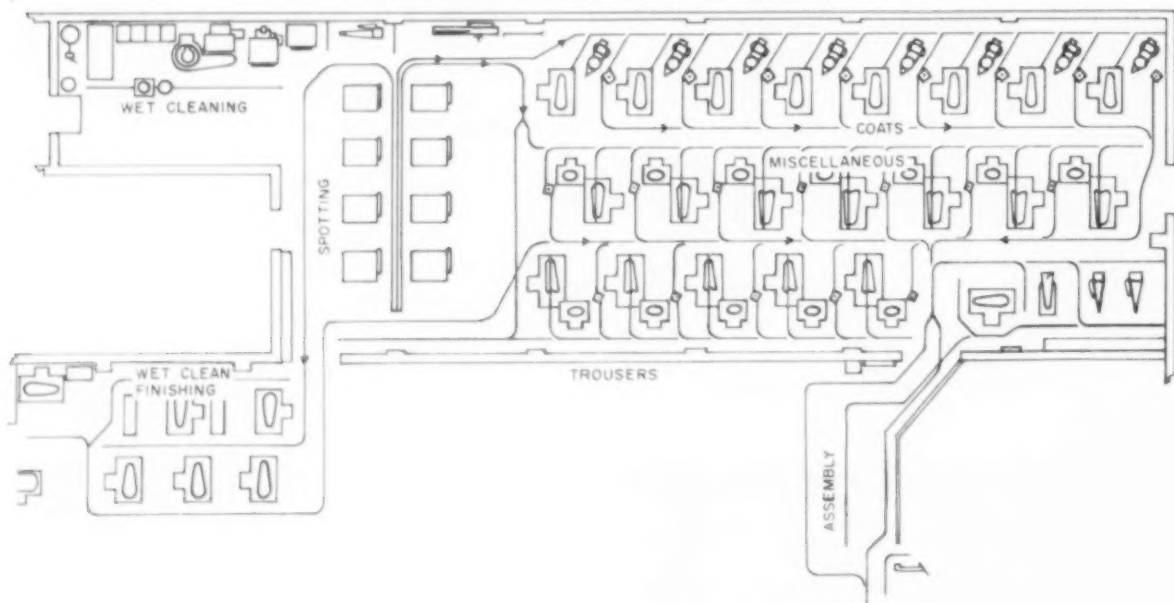
To tie in with better workflow some changes were effected in the wool spotting department, too. This section is located in the same room as finishing. There are eight work stations where work is pulled from baskets, spotted, and hung on hangers onto a conveyor rail.

The conveyor carries the garments to one end of the department, at which

point it raises them several feet off the floor. Actually, there are two conveyor rails running parallel to each other, quite close together. One is for trousers, the other for coats. As the garments reach their high point, some 10 feet off the floor, they then pass on to diagonal slickrails which feed the work into one of the three rows of finishing units.

Within the past few years Aristo has opened a couple of package plants and learned the advantages of through-the-unit individual operator production stations. It is working just as well at the main plant. # #

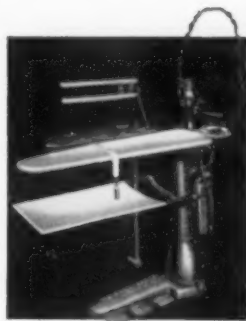
Layout details workflow through wool finishing department





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Alumni Society officers for next year are (left to right) Dutch Rothe, reelected president; Mrs. Martha Browne, reelected secretary-treasurer, and John Olmstead, vice-president



Dutch Rothe (left) presents Ted Bowers, president of NID, with bronze plaque commemorating student lounge in Miss Mike's memory

## Dedication Ceremonies

### At Back Home Day

OVER 100 HARDY SOULS braved torrential rains to attend the opening session of the National Institute Alumni Society annual meeting on August 8 at the Institute in Silver Spring, Maryland. Appropriately, the affair began with the dedication of the new student lounge, in memory of Miss Edna M. Michelsen who served the NID long and faithfully as registrar.

Funds to furnish the lounge were provided by the alumni group. Officiating at the dedication were "Dutch" Rothe, reelected president of the society, Frederick E. "Ted" Bowers, president of the NID, and George P. Fulton, the NID's general manager. On behalf of the alumni, Dutch presented a bronze plaque to Mr. Bowers who accepted it for the Institute.

After this the entire group inspected the beautifully appointed lounge. The room contains a large oil portrait of "Miss Mike." Also on prominent display is an enlargement of an article that appeared in *NATIONAL CLEANER & DYER* telling of Miss Mike's career and her many contributions to the industry.

Three speakers headed the formal session that followed. Their theme, plant efficiency, was handled with efficiency by Dean Allen of Allen & Vickers Co., Roland Carlsen of Manhattan Co., Washington, D. C., and Hal LeRoy of Brebner, LeRoy Associates. The panel was moderated by John K. Witherspoon of DuPont Laundry Co., Washington, D. C. The men discussed basic layout ideas for all departments of a plant, marking systems and lot control, and the use of analysis sheets and records to improve plant efficiency.

The next day, Sunday morning,

three more speakers talked on other management responsibilities. Tom Donohoe of the NID covered sales training. He urged plantowners to use the training bulletins published by the NID and suggested regular sales meetings, preferably once a week. He suggested that cleaners become completely familiar with the NID Motivational Research report and use its findings in dealing with customers.

The speaker disparaged price wars and pointed out that cleaners should talk about the value of cleaning to housewives. He stated that terms such as "quality" or "custom quality cleaning" are vague and do little more to sell drycleaning or upgrade the industry than do price-cutting techniques. We must get the public to appreciate the value of the services we offer, said Tom Donohoe.

Frank F. Filling of Filling Cleaners, Columbia, Pennsylvania, was next on the morning show. He talked on the subject of getting more from advertising dollars. In the past five years he has gone from one-tenth of one percent to 3 percent of his gross revenue for advertising. He plans to increase his budget further since his past experience shows that the more he spends wisely, the more it pays off for him. The bulk of his advertising goes for newspapers while the next biggest expenditure is for radio.

The last speaker on the morning program was Albert E. Johnson who heads trade relations for the NID. He explained that while the average drycleaner looks upon the NID's work in his area as "simply running down problems of textile misbehavior in drycleaning processes," in fact it has to do with "making life a little easier for the drycleaner." This, in dealing

with the second most important industry in the country—the manufacture of clothing and home decoration—which follows on the heels of foods.

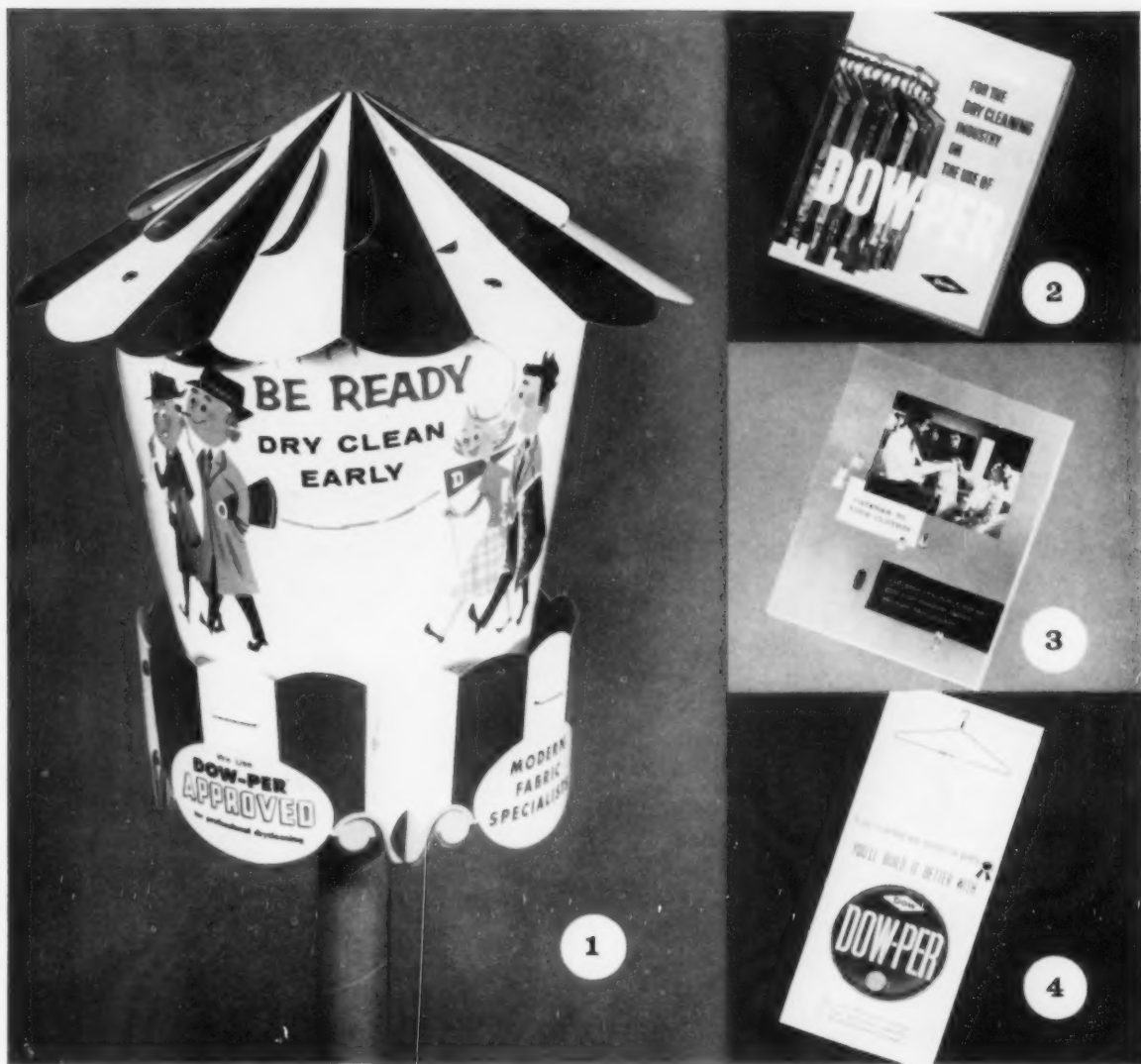
An inspirational talk was given at the luncheon meeting by Representative William H. Ayres (R.-Ohio). His main point was to urge cleaners the country over to tell their congressmen how they felt about the controversial Landrum-Griffin labor bill so that the men in the Senate and House would be guided by the grassroots reaction in their own states.

The afternoon program was devoted to a cracker-barrel session headed by Al Graham of R. R. Street & Co., who has headed similar programs the country over. As usual, when audience participation is of the essence, the program was well received.

On the lighter side, there was the usual get-together party on Friday night before the formal meetings got under way. Pretty 16-year-old Joyce Gallagher, queen of Back Home Day, reigned supreme. She is the daughter of Mr. and Mrs. John P. Gallagher of Gallagher's Laundry and Cleaning Co., Washington, D. C.

At the Saturday night banquet and floor show, a new record for attendance was established. Over 300 reservations were requested.

Once again Back Home Day confirmed the fact that this is the big show of the year for the industry. Not because of the new record attendance, or the entertainment, but because of the caliber of the speakers on the program. In addition, almost every top plantowner and allied tradesman was in attendance. The tribute to Miss Mike gave this year's gathering just that much more stature. It's hard to see how the committee will top this program, but from past experience we'll bet they will.—Art Schuelke

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**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

# Rugs Offer a Ready-Made Market

## Route customers are a natural for on-location cleaning

By HARRY YEATES



Scheduling far in advance helps maintain year-round volume of on-location rug cleaning

IF you're looking for a profitable sideline you might well follow the lead of plantowners Bob and Jack Lechner of Zengeler Cleaners, Winnetka, Illinois. Their on-location rug cleaning service is now averaging about \$1,000 a week in additional revenue on a year-round basis.

For some time the plant has operated with a home service department offering rug, drapery and furniture cleaning. However, during the past three or four years drying facilities at

the main plant have become somewhat inadequate to handle this growing segment of the business.

To meet the challenge of an expanding market for wall-to-wall carpet cleaning among regular customers, the plantowners concentrated on building their on-location rug service. The plant has six routes and serves a medium-to-upper income area on Chicago's North Shore. "Each of our routes averages about \$1,200 to \$1,500 a week and we operate within

a 20-mile radius from the plant," said Bob Lechner.

On-location rug cleaning service has proved a natural for this prestige plant that caters to a large percentage of charge-account customers. (The firm, incidentally, has been in business in the community for over 100 years.)

All estimates for on-location rug cleaning are made by one of the plantowners who personally contacts potential customers on the routes. Cleaning charges are computed by the square foot—and they usually run from 7 to 10 cents per square foot depending on the type of carpet to be cleaned.

Basic equipment to set up the department in the plant cost about \$1,200. Equipment includes two rug cleaning machines, vacuums, rotary scrubbers, plus the necessary soaps and other supplies. A panel truck is used to transport rug cleaning equipment to and from the customer's home.

During the month of February the plantowners offer a 15 percent discount on all on-location rug cleaning. This offer is made in conjunction with

*Continued on page 55*



Household items that can't be processed adequately on location are brought to the plant where they are processed by full-time operator



Rug cleaning equipment is transported to and from customer's home in panel truck under supervision of plantowner Jack Lechner



New!

New

New

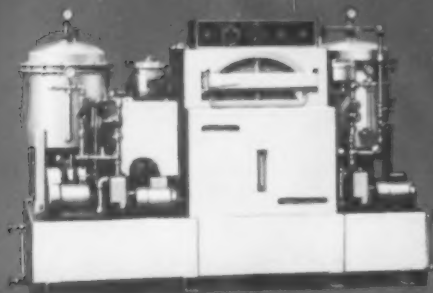
New

New!

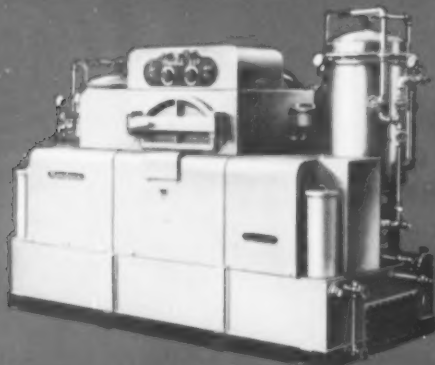
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**DETREX**  
**30 MONTH LEASE PLAN**

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**CORONEY**—Made to order for low volume plant operators. Single-bath model 422. Two-bath model 422S. 80 pounds capacity per hour.



**MONARCH**—Ideal for operators in the medium volume range. Single-bath model 527. Two-bath model 527S. 140 pounds capacity per hour.

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No one in the industry offers as liberal a lease plan as Detrex — for there's nothing to pay for the first six months — plus a lease period for an additional 24 months.

You can convert your Detrex lease agreement to a purchase agreement anytime during the 30 month period — and your time payments will reflect a generous portion of your lease investment. This outstanding combination of leasing and financing gives you a minimum of five years to pay for your new equipment.

Why operate old, obsolete equipment that limits the quality, efficiency and profits of your dry cleaning operation? With the new Detrex lease plan you can enjoy labor and money saving advantages of the finest new equipment without capital investment.



**SYNTH-O-SAVER**—Super automatic model 326A and semi-automatic model 326.

95% to 98% recovery efficiency, 35 pound capacity.

depreciation  
factors in  
purchasing



The Mills Act  
Depreciation Allowance

DETREX CHEMICAL INDUSTRIES, INC.  
DEVELOPMENT DIVISION  
BOX 501, DETROIT 32, MICHIGAN

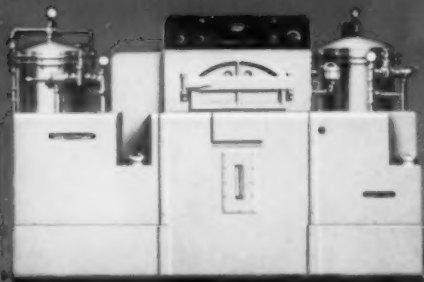
## Time payments, too, are now easier on your pocketbook

Plant operators now planning to purchase new equipment on a time payment plan should familiarize themselves with Section 179 of the Internal Revenue Code, passed by Congress last year.

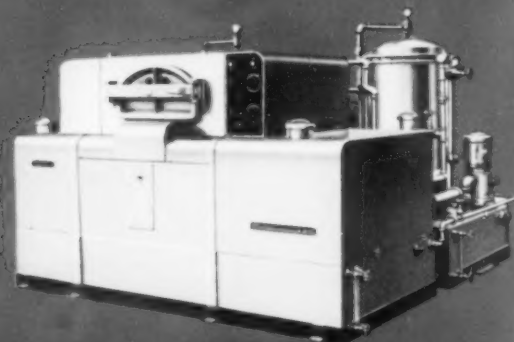
Provision is made for a substantial additional depreciation allowance the first year of purchase. This new first year write-off can amount to as much as \$2,000 on a \$10,000 purchase.

Detrex has prepared a clear, concise booklet on this most important subject. Address your request to Department DF, Detrex Chemical Industries, Box 501, Detroit 32, Michigan.

# The industry's finest equipment is also the easiest to lease and buy



**DIPLOMAT** — Meets the needs of all but the biggest operators. Single-bath model 560. Two-bath model 560S. 200 pounds capacity per hour.



**AMBASSADOR** — Highest capacity in the synthetic cleaning field. Single-bath model 600. Two-bath model 600S. 300 pounds capacity per hour.

## Outstanding Features of Detrex Quality Equipment

Different plant operators have different cleaning equipment requirements. Detrex "fills the bill" with four single-bath and four two-bath machines, ranging in capacity from 80 to 300 pounds per hour — two super automatic and two semi-automatic Synth-O-Savers, with 35 and 50 pound basket capacities. All are available on the lease program, with nothing to pay for six months.

Feature by feature, any Detrex machine you select will far excel any competitive model in design and performance. It will be constructed of extra durable materials. It will run smoothly and quietly with a minimum of attention and maintenance. Its special divided drum will provide gentle but most effective cleaning action. And its superior filtration and distillation systems will produce maximum mileage from consistently clean solvent.

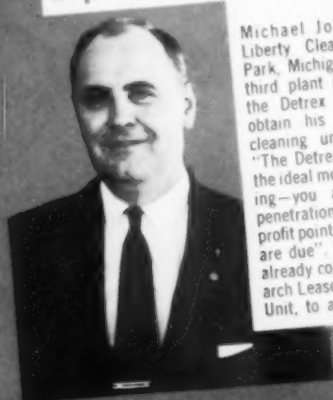


**SYNTH-O-SAVER** — Super automatic model 340A and semi-automatic model 340.

95% to 98% recovery efficiency, 50 pound capacity.

**CLIP OUT AND MAIL FOR MORE INFORMATION**

### Expansion Through Leasing



Michael Johnson, Fort Liberty Cleaners, Lincoln Park, Michigan opened his third plant in April using the Detrex lease plan to obtain his Monarch dry-cleaning unit. He stated, "The Detrex Lease Plan is the ideal method of expanding—you achieve market penetration and hit the profit point before payments are due". Mr. Johnson has already converted the Monarch Lease, his third Detrex Unit, to a purchase.

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Box 501, Detroit 32, Michigan

Please send me the following literature:

- ☐ Drycleaning Catalog ☐ Press Literature  
☐ Shirt-finishing Literature ☐ Conveyor Literature  
☐ Send me information on the lease plan.

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COMPANY \_\_\_\_\_

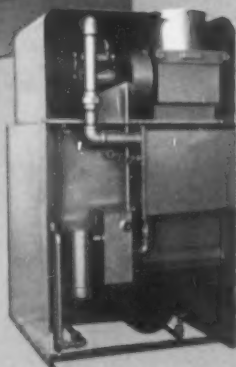
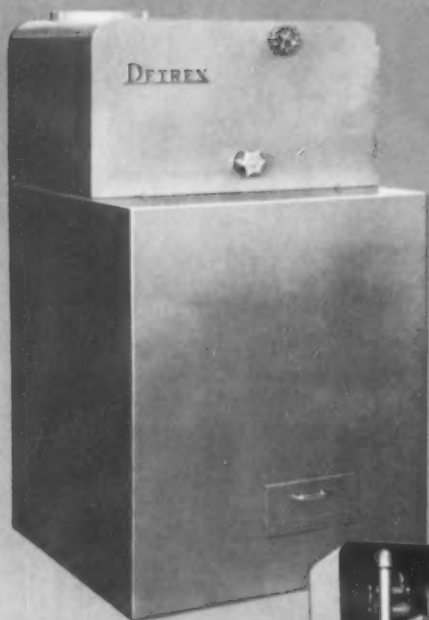
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# Amazing New Solvent-Saving Unit Recovers Solvent From The Air



*For those who have waited for and want the best, Detrex now introduces a unit to recover solvent from the air. It is the perfect companion to the Detrex Synth-O-Saver, 95% to 98% efficient in recovering solvent from garments.*

When properly located and installed, the amount of solvent recovered from the air by this new unit is truly remarkable. In fact, in test runs plant owners have found that it makes it possible to clean twice the quantity of clothes with the same amount of solvent. Reclaiming solvent from the high-capacity recovery bed takes a minimum of time and effort.

Detrex air-recovery units are available in two sizes. Model 900, for smaller operations, is 38" x 40" in size. Model 910, for larger operations, is twice the size and has double the absorption capacity.

Sturdy but light-weight in construction, no special foundation is required for their installation. And they are so scientific in design and simple in operation that no operator attention is needed. Atmospheric conditions for the worker are also considerably improved by these new units.

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## CHEMICAL INDUSTRIES, INC.

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## RUGS OFFER MARKET

Continued from page 50

a special promotion on drapery cleaning. At that time the Lechners line up work in advance so that the incoming volume can be spread out over a four to six-month period. Scheduling work well in advance enables the plant to function on a full-time basis with two 2-man crews under the supervision of Jack Lechner.

One of the crewmen has been an employee of the plant for some 30 years and has a vast knowledge of the rug cleaning business. Inexperienced crewmen are trained under his direction. According to Jack Lechner, it takes competent trained operators and plenty of close supervision on management's part to make a success of this sideline. It's evident that this philosophy is paying off in more profits for the firm. Mr. Lechner supervises the home service department and follows up all customer contacts either by telephone or in person.

Working closely with charge account customers who use drycleaning facilities, the plantowners have set up schedules that keep on-location rug cleaning operators busy even during the summer months. Quite frequently, they will line up future business to be completed while customers are away on winter vacations. Good service and reliable operators make it easy to establish a permanent roster of repeat customers for this type of sideline.

To help create a sense of efficiency among the crewmen, each operator is furnished with a set of khaki uniforms. The name of the plant is embroidered on the back of the shirts. The panel truck used in the home service department is kept freshly painted—thus reflecting the plant's long-standing reputation in the community.

Smaller-size rugs are brought to the plant where they are processed with a scrubbing machine in an open-air section next door to the cleaning room. After scrubbing with a rotary brush, they are air-dried before delivery to the customer. Large 9-by-12 rugs are picked up by the crewmen and taken directly to a professional rug cleaner who offers Zengeler a discount on incoming orders.

In many cases furniture cleaning goes along with the on-location rug cleaning operation. However, if furniture needs drycleaning it is transported to the plant where an operator uses a detergent or solvent with a hand brush, and vacuums the pieces. Shag rugs are washed in a 25-pound washer and are then hung to dry in the plant. ■ ■

## SIGNS OF THE TIMES

Continued from page 14

**Consumer Education:** A San Jose (Calif.) State College summer class of home economics teachers recently heard an address by George Ruiz, a San Jose cleaner, in which he explained how it is possible to identify many stains by odor. His lecture and demonstration was sponsored by the California Drycleaners Association. He urged that shoppers determine whether garments can be safely cleaned before purchasing them.

George Shepherd, executive secretary of the association, also addressed the group.

**Public Service:** Denys R. Slater, president of Fishburn's Cleaning and Laundry Co., Dallas, Tex., has been reappointed to the domestic distribution committee of the U. S. Chamber of Commerce.

Harris County (Tex.) Cleaners and Laundry Institute recently cleaned without charge all clothes collected by many churches in Houston for needy school children. The Cleaners and Laundry Institute delivered the cleaned clothes to the School Center operated by the Volunteers of America, a United Fund Agency.



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The New High-Efficiency  
**FILTER POWDER**  
made especially for quality  
**DRY CLEANING**  
because SO-LITE gives you  
25% more filtering capacity  
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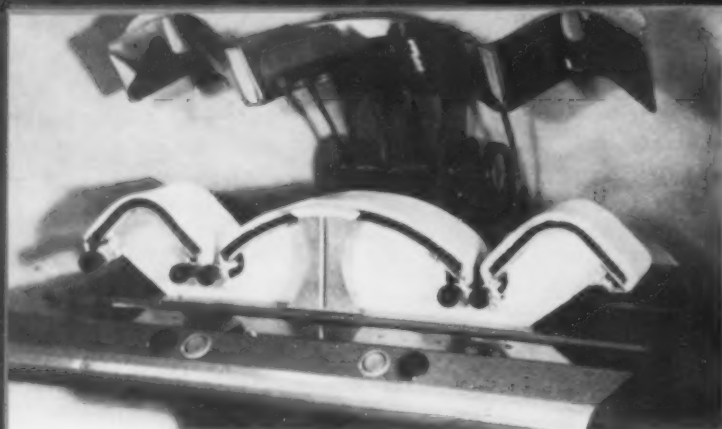
*It costs you less than any  
other leading filter powder*

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Typical triple-head collar-and-cuff press



Sleeved shirt in position on post, ready for collar-and-cuff operation

Collar is snapped with both hands for proper position on buck

**Exclusive!**  
**ANOTHER**  
**"FIRST"**  
**In National**

## CHAPTER FOUR

# THE DRYCLEANER and Shirt Laundering

## Job description of collar and cuff finishing

IN THE LAST CHAPTER we said there were several types of sleeve presses. The same thing applies to presses for finishing the collar and cuffs. For example, there is the regular triple-head press. That has a collar buck, with a cuff buck on either side. There are three bucks on one press, hence the name triple-head.

Then there are the triple-head cab-

inet units. Some manufacturers also produce a collar, cuff and yoke combination; others make a separate yoke press. And there are variations from manufacturer to manufacturer on each of these.

Each type has its advantages. High-production units naturally cost more and, conversely, low-cost units will not produce as much. The type for you

depends upon your own volume, space limitations and financial status. That is for you and your allied tradesman to work out. We are providing a job breakdown for each type so that you can properly train your crew with the unit you select.

Nothing does so much for the appearance of a shirt as a well-pressed collar and well-pressed cuffs. To do it

get bright, soft cleaning with

# Benda

**NU-LITE CHARGE DOUBLE STRENGTH**

... new light-colored, balanced detergent gives you

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Works in both perc and petroleum solvents. Contains no free fatty acids. No rinsing needed after cleaning in 2% bath.

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**PREMIUM DARCO®**

... the super-activated carbon developed especially for modern high-powered charged systems. Daily dosage with Premium DARCO prevents color build-up, keeps the bath sweet.

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**BENDA PRODUCTS, INC. CAMBRIDGE 42, MASS.**

DARCO—REG. TRADEMARK, ATLAS POWDER COMPANY



One of the several triple-head cabinet collar-and-cuff units.



This type of machine is slightly different from the regular triple-head in that the operator closes the press and the collar is drying while she dresses the cuff bucks. This allows more drying time for the collar, where it is beneficial. After the collar has been put on the buck and the press closed, the operator puts on the left cuff—then the right one. Then these cuff bucks come in contact with the pressing head. The timer is set for 17 seconds, but the collar has had a head start and will dry for these 17 seconds—plus the time it takes the operator to dress the cuff bucks. Collar drying is very important and this is one method of accomplishing it.

Separate presses for the collar and one for the two cuffs are available from most manufacturers. These are advantageous where a 3-girl unit is used and the collar-and-cuff operation is divided—the bosom girl doing the collar, and the sleeve operator the cuffs. In a unit of this type, one girl does folding only.

right is comparatively simple, too. Therefore, this is a good position to begin training a new operator. Here she can do no wrong that can't be corrected with the help of a spray gun.

If she gets the wrong arch to the collar, or the cuffs come out moon-shaped, button them up and show her the results. The girl who knows *how* is a good operator; the girl who knows *why* is a better one.

Since the standard triple-head press is the one most commonly used, we will begin our job breakdowns with that type. If the unit has a timer, it should be set at about 22 seconds, although this will depend upon individual plant conditions, such as extraction time and steam pressure.

In the last chapter we left off at the point where the sleeve operator had put the sleeve finished shirt, label up, on the shirt post, in readiness for the collar-and-cuff press operator.

*Note: In order to simplify these job descriptions, when we refer to right or left sleeves, or right and left cuffs, we mean the sleeves or cuffs which meet the right or left hand of the operator as the shirt faces her.*

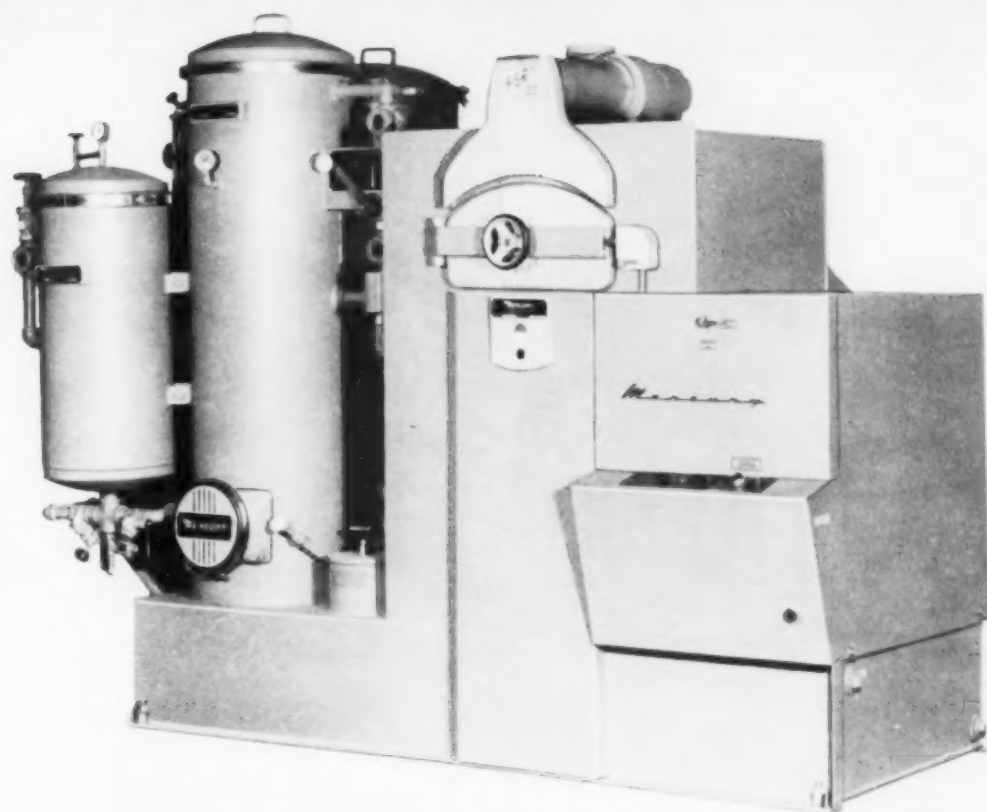
#### Job Breakdown: I Triple-Head Press

##### IMPORTANT STEPS and KEY POINTS

1. Put shirt on the collar-and-cuff press.
  - a. Grasp the shirt by the collar from the post, with the left hand—and as you bring it toward you take the right cuff in your right hand. Drag the shirt over the tray so that the left cuff will be visible to you.
2. Put right cuff on right buck.
  - a. Drop the collar on the collar press and put the right cuff on first, by snapping the cuff with both hands.
  - b. As you bring the cuff down onto the buck it hits the crown. Now pull the ends toward you slightly. (The natural motion of putting on the cuff sometimes creates what we call a half-moon shape, and would make the shirt very uncomfortable to wear since it would fit too tightly around the wrist. The slight pull toward you will overcome this, and you will have a straight-edged cuff.)
3. Put collar on the collar buck.
  - a. Snap the collar with both hands, holding the points between the index finger and the thumb, and the neckband part between the last two fingers and the palm of the hand.
  - b. Now bring the collar down onto the buck. As the center of the collar hits the crown of the buck, pull the ends toward you, placing them at the

*Continued on page 62*





## Mercury Numatic Per 50 costs no more than most other smaller units . . . saves work hours . . . allows for future expansion.

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- Dry load capacity 44-50 lbs. \$2000. to \$2500. weekly volume . . . and more.
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- One HP Marlow Centrifugal Pump.
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*Adco, INC.* SEDALIA, MO., U. S. A. Manufacturing Chemists since 1908

*Continued from page 58*  
edge of the pad, thus giving the collar a slight arch. (This is extremely important, since a collar that is not arched properly will cause what is known as a buckle and many times is not wearable.)

*Note:* For a new operator, it is sometimes helpful to draw, with a pencil, an exaggerated arch on the collar buck. The operator will not be able to follow this arch completely, but her efforts to do so will produce a properly arched collar.

**4. Put the left cuff on the left buck.**

a. Repeat sequence described in Step 2, for the right cuff.

*Note:* Never smooth the collar or cuffs by rubbing with the fingers. It will push the material toward the points of the collar, and when pressed will cause unsightly wrinkles. This can happen even more easily to button-down collars—so the snapping is especially important.

**5. Close the press.**

a. With one hand on each of the two levers under the table at the front edge, press with a slightly upward motion. This will close the press.

*Note:* Most machines are provided with collar and cuff rests, to keep the weight of the wet shirt from pulling the collar and cuffs off the bucks. The

collar and cuffs are meant to go over these rests to hold the shirt in place.

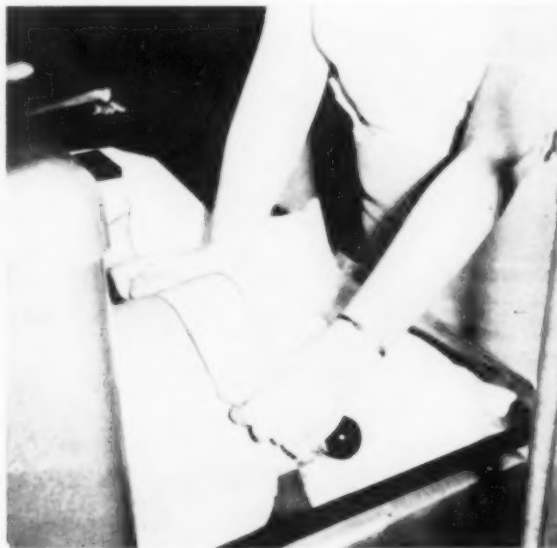
**6. Remove shirt from the press.**

a. The finished shirt is removed from the collar-and-cuff press by taking hold of each end of the collar and placing it on the post to the right of the press—label up. It is now ready for the bosom operator.

*Note:* If the shirt is small, or of a lightweight material, it may prove helpful to put the gusset behind the cuff rests to hold it in place. If the cuff is too small to be stretched out fully, fold enough of the button end under to let the cuff lie flat. When these cuffs have been pressed, open



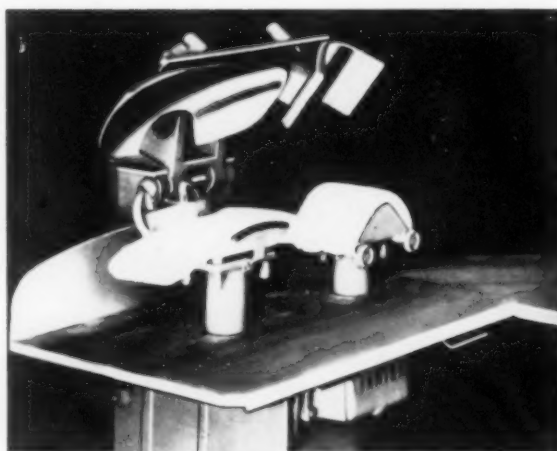
Collar is grasped with right hand as first step



Third, left cuff is placed on left buck

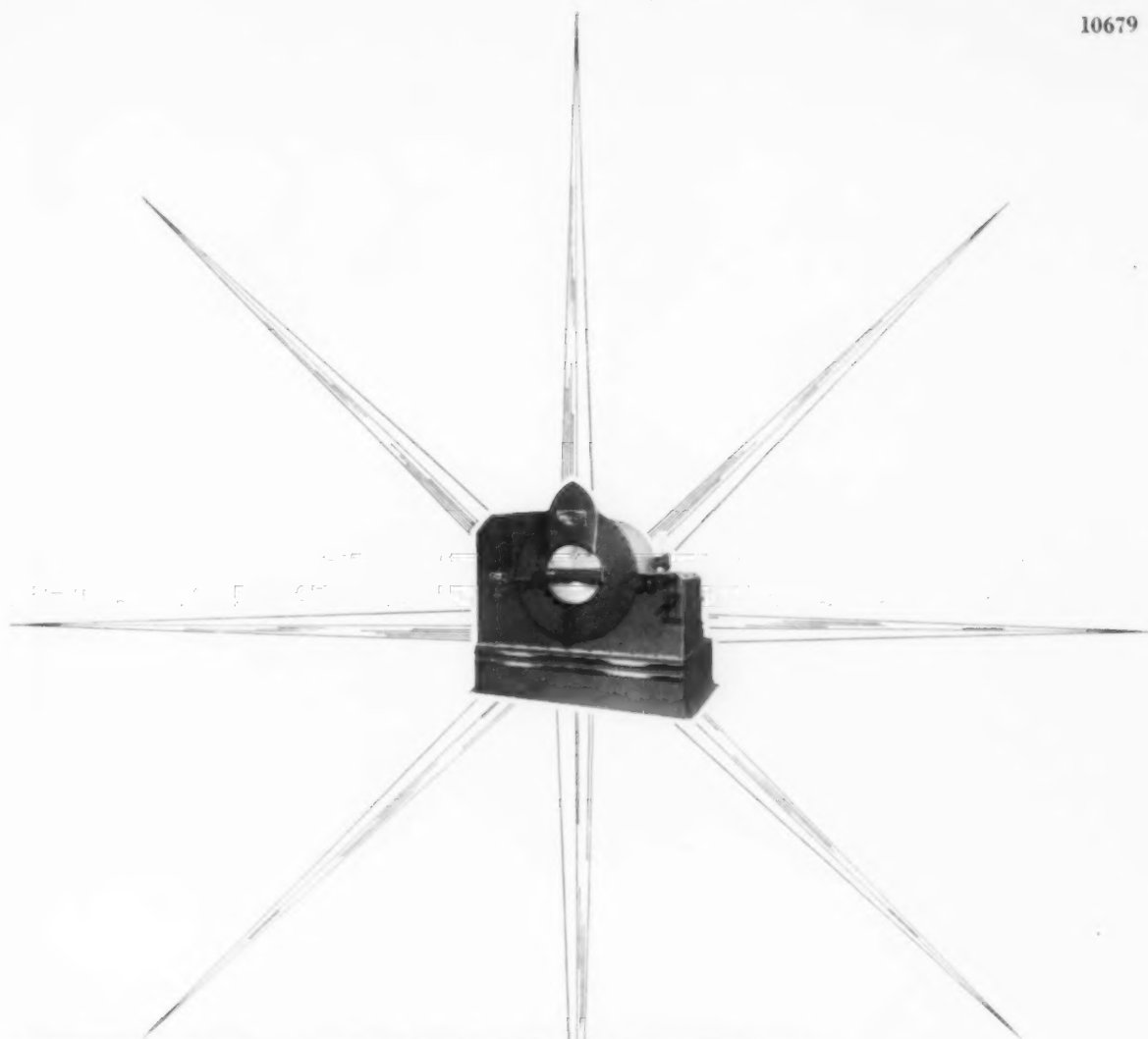


Second, collar band must be placed even with edge of padding. This is an important key point



Combination unit with one cuff buck and another that doubles for both collar and yoke





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in petroleum or synthetic dry cleaning

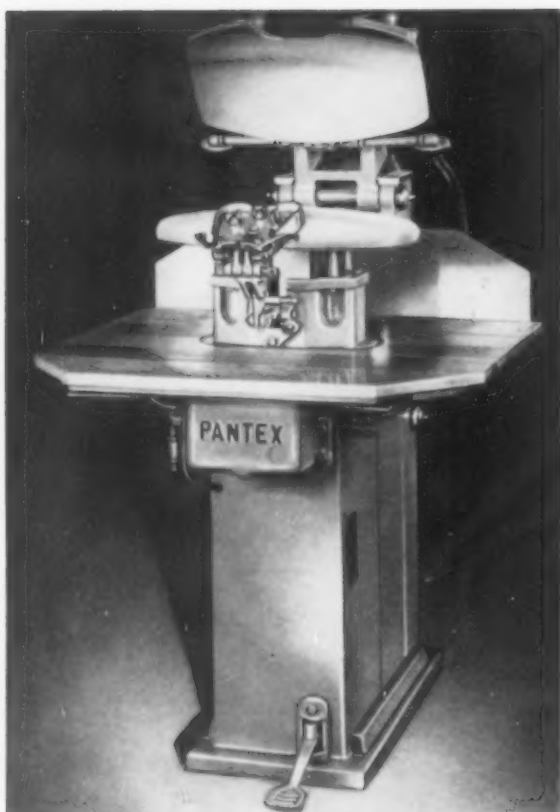
Wherever dry cleaning equipment is known and appreciated, the Washex name has become an accepted synonym for the finest...

its engineering and design... the steady power of its performance... its durability under the grind of daily production... all are the result of Washex unending search for quality.

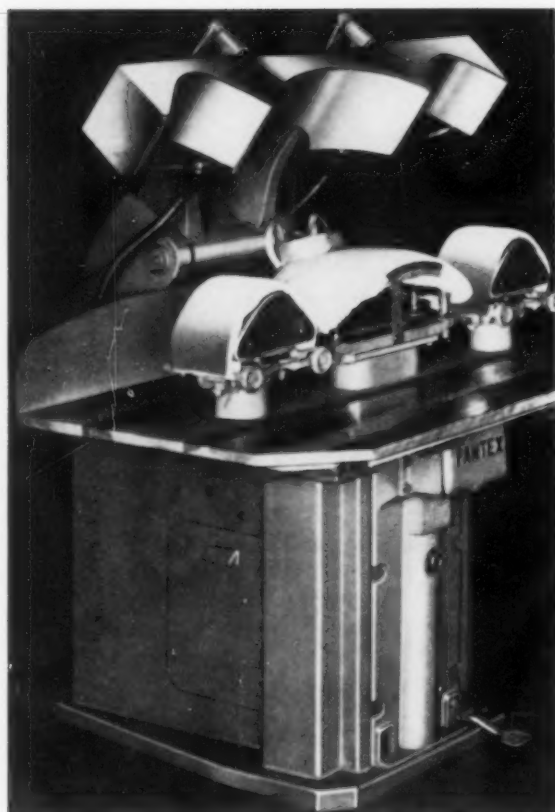
An hour's visit to a Washex equipped plant will prove it!

Why not accept your Washex distributor's invitation to visit a nearby plant or simply attach this ad to your letterhead for more information.

**WASHEX MACHINERY CORPORATION** 192 BANKER STREET, BROOKLYN 22, N. Y.



Typical separate-yoke press is shown above



This is a combination collar, double cuff and yoke press

up the folded part and spray that area with the water gun. Put that area on the crown of the press to finish. This replaces the method of folding the cuff end to end, which leaves a sharp crease down the middle.

#### Job Breakdown: II Cabinet-Type Collar-and-Cuff Press

##### IMPORTANT STEPS and KEY POINTS

1. Place shirt on tray.
  - a. With the right hand grasp the collar, and as you bring the shirt to the press, take both cuffs in the left hand.
  - b. Drop the body of the shirt on the right side of the tray and at the same time let the right cuff drop onto the right cuff buck. Let go of the collar—which will leave your right hand free for the left cuff. Putting the shirt on the tray in this manner will do three things: (1) It will leave the damp part of the shirt together—keeping it from drying out. (2) It will keep the finished sleeves from coming in contact with the rest of the damp shirt. (3) The collar being on top will be in proper position for the collar operation.

2. Place left cuff on buck.
  - a. Because you still have the left cuff in your left hand, put this one on first by snapping it with both hands. Bringing it down onto the buck, pull back the ends slightly as it hits the crown. We don't want a curve or arch to the cuff. The slight pulling back will compensate for the curve you might get from the natural motion of sliding the cuff onto the buck.
3. Place right cuff on buck.
  - a. Repeat key points under Step 2.
4. Close the press.
  - a. This type of cabinet press is operated by two green buttons placed directly in front of the operator. The bucks on this press go in and are pushed up against the pressing head.
5. Remove shirt from the press.
  - a. When the cuffs are pressed the preset timer will release the bucks and they will be returned to their starting position.
6. Put collar on collar buck.
  - a. With both hands pick up the collar and snap it as you bring it down

onto the buck. As it hits the crown pull the ends toward you, making a slight arch—being sure not to press any of the buttonhole strip. When the machine is in operating sequence, it will work as follows:

- (1) The collar press is unloaded and the shirt put on a shirt post to the right.
- (2) The collar press is loaded from the cuff press.
- (3) The cuff is loaded from the shirt post to the left.

#### Job Breakdown: III Collar, Cuff and Yoke Combination

This is a combination press that goes with a small shirt unit. It consists of one cuff buck, and a combination buck which is used for both collar and the yoke. A blower-type sleeve is used with this unit, and the sleeve operation is at the very end. These units are used in small plants, or where there are space limitations.

##### IMPORTANT STEPS and KEY POINTS (With damp box on the left)

1. Put right cuff on buck.
  - a. With the left hand grasp the shirt

# A good man to know

He's your Street's field technician, well-trained in drycleaning operations.

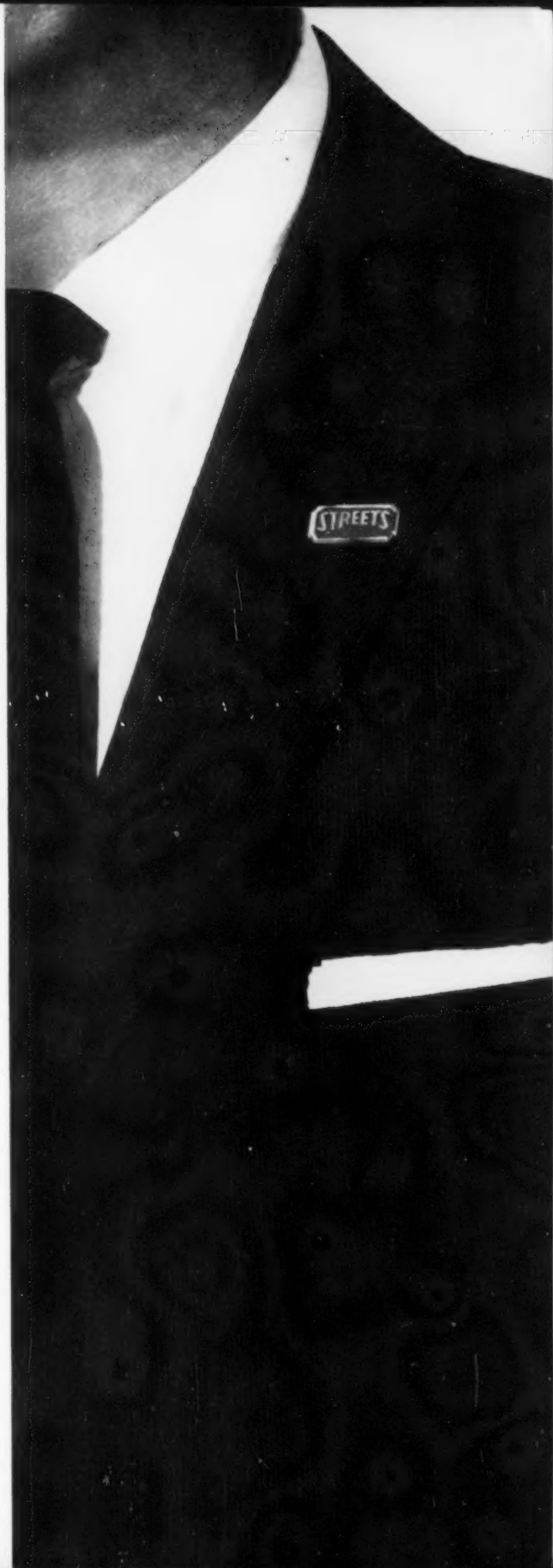
He is equipped to perform valuable services to plantowners who are eager to keep pace with the industry through the practice of advanced cleaning-room techniques.

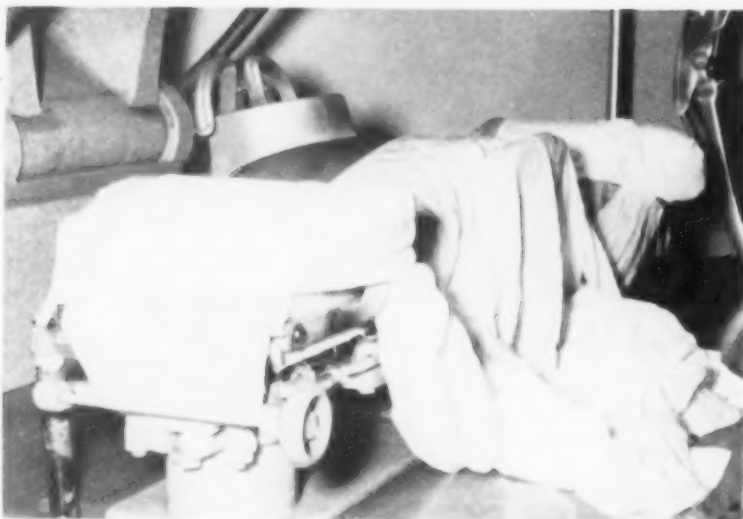
He is a specialist in planning, installing and servicing the two-bath method and Conductivity Control.

He has an experienced grasp of your everyday cleaning-room problems and a desire to help you do your job better ...more profitably.

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*Contact your Street's field technician today for specialized assistance, without obligation, of course.*





Position of collar and cuffs on combination triple head press



Proper lay of yoke after collar and cuffs are finished

from the damp box by the collar.

b. Bringing the shirt in front of you, take the right cuff in the right hand.

c. Drop collar onto the collar buck and place the right cuff on the cuff press by snapping it with two hands, and bringing the cuff down onto the buck. When it touches the crown of the buck bring hands slightly toward you and make sure that the cuff edge is straight.

*Note:* The natural motion of putting on the cuff sometimes creates what we call a half-moon shape—and again may we say this would make the cuff uncomfortable to wear. This can be avoided by pulling the ends back slightly toward you.

## 2. Put on collar.

a. Snap the collar with both hands, holding the shirt between the index

fingers and the thumbs, and the neckband part between the last two fingers and the palms of the hands.

b. Now bring the collar down onto the buck. When the center of the collar hits the crown of the buck, pull the ends toward you, placing them at the edge of the buck, giving the collar a slight arch. Again, this is extremely important, since the collar that is not arched properly is very uncomfortable to wear. It would also give trouble at the yoke press and on the folding table.

## 3. Close press.

a. With one hand on each of the levers under the edge of the table at the front edge, press with a slight upward motion. This will close the press.

*Note:* If this machine is equipped with a timer, it would be set for approxi-

mately 22 seconds—depending on specific plant conditions, such as extraction and steam pressure.

## 4. Put yoke on yoke press.

a. With the left hand, take the right end of the collar and bring it over to the left end of the buck, turning the shirt over at the same time, so that the back of the shirt faces you.

b. Now take the right end of the collar with the right hand, standing the collar upright, and slide the yoke over the buck.

c. Push the collar band snugly up against the collar block, pressing down the "hold" clamps with the thumbs. Stretch the yoke slightly, making sure that the yoke seam is straight. Be sure to smooth out any wrinkles that appear at the shoulder seams.

d. Before closing press, with the right hand run the fingers from the yoke across toward the operator. This will smooth out any wrinkles in that area.

## 5. Close the press.

a. With one hand on each of the two levers under the table at the front edge, press with a slightly upward motion. This will close the press.

### Job Breakdown: IV Separate Yoke Press

If a separate yoke press is used in conjunction with a triple head, it will be the next operation.

### IMPORTANT STEPS and KEY POINTS

#### 1. Put the shirt on the press.

a. With two hands, take the shirt by the ends of the collar and wrap it around the yoke press, bringing the ends of the neckband part up even with the base of the collar block.

b. Step on pedal to operate clamp which holds collar in place.

c. Smooth yoke, making sure the seam is straight. Hold the palm of the left hand against the back of the collar and smooth out the back of the shirt if necessary, with the right hand.

*Note:* If the collar has not been arched correctly on the collar press, it will get wrinkles at the label area when you dress the yoke press.

### Job Breakdown: V Collar, Double Cuff and Yoke Combination Press

This press is used when space and the press setup do not permit a separate yoke press. Also, it isn't as expensive as a triple-head press plus a separate yoke press. This machine is operated the same way as a regular triple-head press. But after the collar and cuffs are completed, the yoke is finished on the collar-yoke combination buck.

*Continued on page 70*



# Only Philco-Bendix gives you a complete line of commercial laundry equipment engineered for coin use!

Now you can make sure that every piece of equipment in your store is engineered super-tough for rugged commercial use . . . that there is no second best in your line-up. That's because thousands of highly skilled man-hours have been poured into

the design, development and production of Philco-Bendix's new complete line of commercial laundry machines.

For example: You get built-in, not tacked, wired or stuck-on, mechanical coin meters. Designs are

the cleanest, the most attractive and efficient ever presented. Installations combine unbeatable eye appeal and easy maintenance!

Every machine is backed by a warranty. Here is the new complete line of models now available:

## New Double Load Commercial Washer



The Double Load Commercial Washer is engineered to give greatest efficiency and economy. It is a heavy-duty washer that brings in double-load profits. Advantages include: a built-in mechanical coin meter and maximum-security coin vault; new cycle signal lights; an optional pre-soak cycle; a wash-and-rinse water-temperature selector.

WC 9916

## New 50-lb. Commercial Dryer



The most efficient dryer in coin laundry today! It makes more money because it dries more loads in less time. It features: a giant 38 1/2" cylinder; a self-cleaning lint screen; interior light; 100% fabric safety; a high-density baked-enamel finish; a miracle-fabric temperature selector; optional electric ignition.

DC 9950 - DC 9951

## New Top Loading Commercial Washer



This machine gives you revolutionary Ball Point Balance, the advance that ends work stoppages due to overloading. You also get an amazing blade-free agitator that sends out 600 impulses a minute; a mono-directional drive system that completely eliminates troublesome transmissions; and a built-in meter.

WC 8910-M

## New Extra Capacity Commercial Washer



The all-new Philco-Bendix Extra Capacity Washer is the extra-rugged successor to the famous WDC. You get: an optional pre-soak cycle; the world's safest, cleanest washing action; new cycle signal lights; a wash-and-rinse temperature selector; a sealed soap door and overflow hose; a built-in coin meter.

WC 9910

# PHILCO



**FULL INFORMATION**  
on the all-new Philco-Bendix  
Commercial Laundry Equipment

### PHILCO CORPORATION

Commercial Laundry Sales Adv. Dept. NCD-2  
Tioga and C Streets, Philadelphia 34, Pa.

Please send me information right away on the new Philco-Bendix Commercial Laundry equipment . . . also the name of my local distributor.

Name

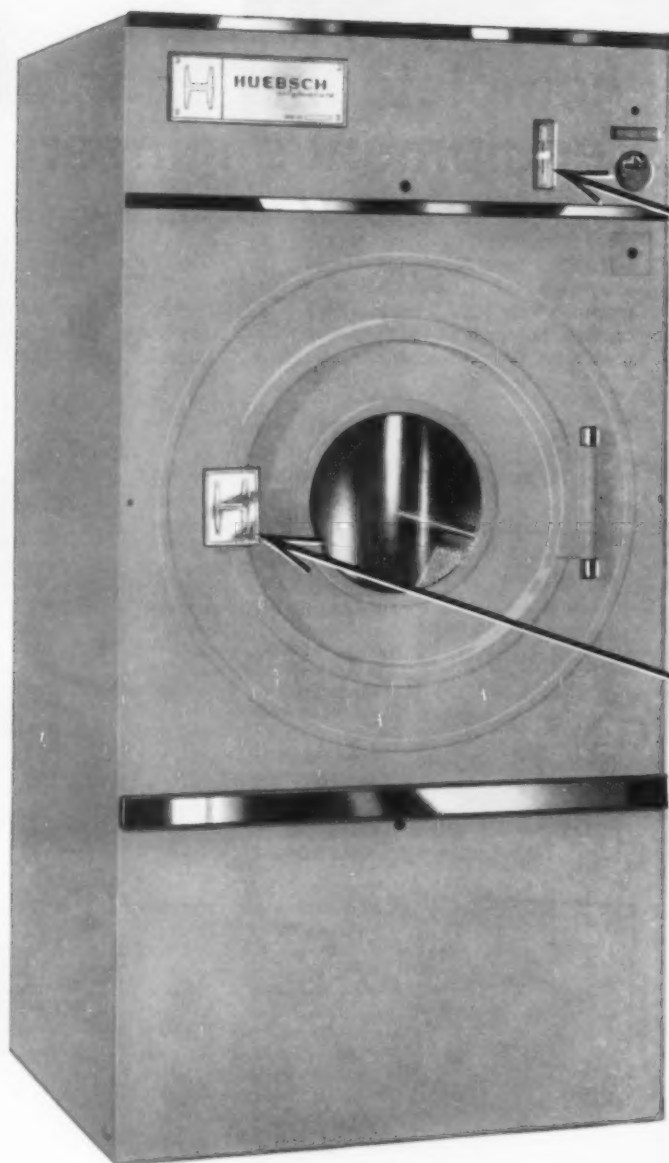
Address

City  Zone  State

Philco-Bendix Commercial Laundry Equipment is brought to you by Philco Corporation.

## COMMERCIAL LAUNDRY SALES

 **TWO  
MORE  
REASONS  
WHY  
OUR  
NAME**



**IS HUEBSCH**

*First in Tumblers*

1

## VARIABLE TEMPERATURE SELECTOR

Customer can now set proper temperature, assuring safe, efficient drying of any fabric! Not just a hot-or-warm switch, but a selector of any desired temperature within a safe, 40° range.

2

## MAGNETIC DOOR LATCH

... for safe, sure, silent door closing. Eliminates triggers, buttons, springs! Simple, yet smartly designed to accent the beautiful lines of the Huebsch Tumbler.

Huebsch Originators continue to *originate!* Add our two newest features to the impressive group of other Huebsch "firsts" listed here—and you will see why Huebsch Originators have long been the world's largest manufacturers of commercial dryer-tumblers.

### ORIGINATORS

... of the OPEN-END TUMBLER... invented and introduced by Huebsch 27 years ago.

### ORIGINATORS

... of the 37" diameter tumbler... and only manufacturer to offer it in three sizes: 37" x 18", 37" x 24", 37" x 30".

### ORIGINATORS

... of ANY COLOR YOU WISH... at no extra cost.

### ORIGINATORS

... of porcelain burners in tumblers.

### ORIGINATORS

... of the easy-to-reach, built-in coin meter.

### ORIGINATORS

... of the SELF-CLEANING LINT SCREEN and "MAGIC CARPET" LINT REMOVAL.

### ORIGINATORS

... of high temperature limit control on stove.

### ORIGINATORS

... of easy-to-adjust feet... for perfect leveling.

### ORIGINATORS

... of the automatic BACK-DRAFT DAMPER.

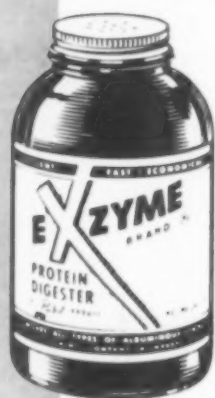
### ORIGINATORS

... of the AIR-FLOW SWITCH in the correct location... where the air enters the burner.

# ORIGINATORS

*First in Features*

MILWAUKEE 1, WISCONSIN

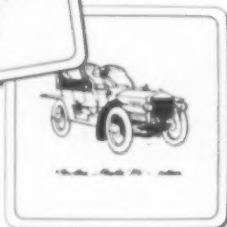


*Exclusive to the  
Dry Cleaning Trade*

**EXZYME**  
PROTEIN DIGESTER

**Removes all types of albuminous stains**  
Safe for fabrics — use in the bath, on the board, efficient, economical and effective protein spot and stain remover. Take advantage of free offer below.

**PABST BREWING COMPANY**  
Industrial Products Division  
Merchandise Mart • Chicago 54, Illinois



**FREE** WITH 3 COUPONS  
or with one coupon and 50 cents  
**2 ANTIQUE  
AUTOMOBILE  
PLAQUE MATS**

Beautiful As Wall Decorations  
Or Hot Plate Pads

LOOK FOR COUPON IN THE PACKAGE OF EXZYME

## PINPOINTING AIR COMPRESSOR FAULTS

*Continued from page 40*

6. Take care to keep dirt out of the lubricating system. Attention to less obvious items, such as providing a filter-type breather on the crankcase and seeing that crankcase covers fit securely with vapor-tight gaskets, will be helpful.

7. Annually check and clean all oil piping and passageways, and dismantle and overhaul any oil pumps.

Lubrication is supplied to most air compressor cylinders by force-feed lubricators. Plugged or stopped-up oil lines to the cylinders were found responsible for the greatest number of cylinder and piston failures. These oil

lines, including fittings and check valves, should be cleaned and inspected periodically.

It will often be found more economical to replace rather than to clean out small-diameter tubing encrusted with deposits. After reinstallation, and before the oil lines are connected to the cylinder, the lubricator should be operated by hand until oil appears at the free end.

Leakage of water into a cylinder washes the lubricant from the cylinder walls. There were six instances in which leakage developed at the gasketed head connection to the cylinder, while in the other cases water entered

the cylinder through cracks that developed in the cylinder wall and cylinder heads.

Gaskets that are old or in questionable condition should be replaced, not reused. If spare gaskets are kept on hand at all times, the temptation to reuse a questionable gasket will be removed. It is good practice, when a cylinder head has been removed and reinstalled, to recheck the tightness of all cylinder-head bolts after the compressor has run for about a week. # #

## SHIRT LAUNDERING

*Continued from page 66*

Do Steps 1 through 5 as under Job Breakdown I for triple-head press. Then continue with:

### IMPORTANT STEPS and KEY POINTS

#### 6. Put yoke on yoke press.

a. With the left hand, take the right end of the collar and bring it over to the left end of the buck, turning the shirt over at the same time, so that the back of the shirt faces you.

b. Now take the right end of the collar with the right hand, standing the collar upright, and slide the yoke over the buck.

c. Push the collar band snugly up against the collar block, pressing down the "hold" clamps with the thumbs. Stretch the yoke slightly, making sure that the yoke seam is straight. Be sure to smooth out any wrinkles that appear at the shoulder seams.

d. Before closing press, with the right hand run the fingers from the yoke across toward the operator. This will smooth out any wrinkles in that area.

#### 7. Close the press.

a. With one hand on each of the two levers under the table at the front edge, press with a slightly upward motion. This will close the press. # #

## Graduate Teaches Staff

To what better advantage can a graduate of the National Institute of Drycleaning school use his knowledge than to pass it on to the employees in his drycleaning department? Thus James Dachos, manager of the drycleaning department at the Killip Laundering Co., Albany, N. Y., has for the past few years been conducting 20-week courses for selected student-employees of the firm.

According to *The Knickerbocker News*, a local newspaper that recently ran a three-column story on the Killip training classes, Mr. Dachos' classes are composed entirely of voluntary students who are serious about pursuing drycleaning as a career. Last year nine Killip employees completed the extensive course called "Fabrics Today and How To Dryclean Them."



# INTRODUCING *Colmac's*

## **DUAL-PROFIT UNIT:**

*combination waterproofing and sizing machine*

**the equipment you've been waiting for  
to really make money from QUALITY  
WATERPROOFING & SIZING!**

Now, in one, easy to operate, simple to understand machine, *your newest employee* can operate a complete sideline production department. Selector buttons choose either waterproof or sizing solution in which garments are saturated for one minute. A flick of the lever for fast drain, a touch of a switch for a minute or so on extraction, and then on to the finishing department. Extractor speed of 650 RPM is perfect for maximum efficiency and quality.

**It's foolproof!**

*Read this list of features:*

1. Waterproof or size with same unit.
2. Two individual 18 gallon tanks.
3. No mixing of solutions.
4. Self balancing extractor basket 17" x 11" deep, correct speed, no changing garments from one unit to the other.
5. No bolting to floor, self balancing.
6. No pumps.
7. Just seconds to fill or drain.
8. Sight glasses for each tank.
9. Explosion proof motor with clutch protection.
10. Automatic brake stops basket when lid is raised and turns motor off, absolutely safe.
11. Built To Last a Lifetime.
12. Uses only 30" diameter floor space.
13. Has heater coil for operation in cold cleaning rooms in winter time.
14. Unconditionally guaranteed for one year.
15. No waste of solvent or solution, practically all profit.
16. Can be used with either petroleum or synthetic solvent. Safe to operate anywhere.
17. No complicated valves to remember, anyone can learn how to operate in one minute.
18. Specializes a dry cleaner and qualifies him as an expert when sizing ladies' cotton dresses.

Also manufacturers of the Coverall-Matics  
(Jobber Inquiries Invited)

Write, wire or phone today—MUtual 4-2460

**COLMAC INDUSTRIES, INC.**  
**119 South Oak Street, Colville, Washington**



# Announcing for 1960 NEW FORD

## **CERTIFIED GAS SAVINGS! CERTIFIED DURABILITY! CERTIFIED RELIABILITY!**

New style! New models! New features! And never before could you be so sure of savings!

To give you this confidence, independent experts\* tested the '60 Ford Trucks in the three major areas of operating economy. The result . . . Certified Economy!

**Certified gas savings!** Tests certified by America's foremost independent automotive research organization confirm the gas savings

of the 1960 Ford 6-cylinder engine . . . the same engine that beat all competitive sixes in Economy Showdown U.S.A.!

**Certified durability!** Certified results on tests of key truck parts show definite durability benefits. For instance, half-ton pickup frames showed an increase of 23.6% in torsional rigidity; two-ton models showed an increase of 20% in brake-lining life.

**Certified reliability!** Typical of the many reliability tests was a "shake-test" on the wiring harness for heavy-duty engines. Certified results showed a twofold increase in Ford reliability.

This is Certified Economy . . . and it adds new weight to the evidence that Ford Trucks Cost Less!

But there's more . . . much more in 1960 Ford Trucks. New toughness with stronger frames . . . new capacity with huskier axles . . . new brakes, new cab comfort, new riding smoothness, new handling ease!

See your Ford Dealer. Check the facts in his "Certified Economy Book." Look into Ford's modern features. You'll discover that the things you want most in your new truck are in the 1960 Fords!

\*Name available on request. Send inquiry to P. O. Box 2687, Ford Division, Ford Motor Company, Detroit 31, Michigan.

## **FORD TRUCKS COST LESS**

LESS TO OWN . . . LESS TO RUN . . . BUILT TO LAST LONGER, TOO!



# TRUCKS

WITH

## Certified Economy

*Left: new F-600 Stake, available with Ford's gas-saving Six as well as V-8 engine. Center: '60 Styleside pickup with new styling, 23% more rigid frame and longer lasting brakes. Right: America's most popular Tilt Cab truck!*



# Know-How Up Front

From a Presentation at the Annual NID Convention, Atlantic City, New Jersey, March 5-6, 1959

## WHAT THE CONSUMER WANTS

By MRS. ELEANOR T. HAMILTON

Area Training Specialist, Distributive Education  
Virginia State Department of Education

TODAY, PEOPLE in management positions are more keenly aware than ever before of their inability to know what the public thinks—what Mrs. Consumer thinks—about the business.

What does make a woman buy drycleaning? Why do I, a woman, representing some 49 million American households, patronize one drycleaner instead of the next? Why do I, Mrs. Average Consumer, move from one cleaner to another too often for comfort for the industry? Why am I responding so enthusiastically and vigorously to the exciting advertising of the garment industry, fabric and appliance manufacturers in their requests to "buy clothes that don't have to be drycleaned"? Why am I obviously dissatisfied with the drycleaner's service or lack of that service today?

Today, I happily assume the roles of Jekyll and Hyde. Jekyll, the unhappy consumer, and Hyde, the trainer of your counter sales force. In assuming these roles, permit me, Mrs. Average Consumer, to tell you just what I expect from my drycleaner.

I, Mrs. Consumer, WANT—clean, well-groomed counter salesgirls up front with a pleasant greeting and a helpful attitude. I want my clothes handled by people who measure up to my standards of cleanliness.

Our initial training logically stresses the importance of creating a good first impression on Mrs. Consumer. Through the use of flip charts, grooming aids and the like, counter salespeople become aware of the sheer advantage of a good personal appearance.

*Continued on page 76*

## TRAINING PROGRAM FOR SALES PERSONNEL

By PHILIP MARKOWITZ

Wellworth Cleaners  
Newport News, Virginia

A MAJOR RESPONSIBILITY for the success of your operation depends a great deal, as you know, on your sales representatives who, in many cases, are the sole link between you and your customer.

This past year we completed a new drive-in plant which more than doubled our previous production capacity, and we were immediately faced with the problem of insufficient volume.

Besides our plant, we operate 11 branch stores. We had what we felt was a sound, well-rounded advertising program, featuring newspaper, radio and direct mail. We were getting good store traffic, but we were not getting our share of the plus items (tailoring, dyeing, water repellent, hats, drapes, sizing, etc.).

We also had a problem that is all too familiar in the industry today—that of sales personnel indifference. The people handling our customers were in many cases driving business away by lack of interest in their job, discourtesy and ignorance.

At that point I tried having small meetings with the staff of each store and their supervisors to discuss typical store problems, but found this to be too time-consuming, and there was a hesitance on the girls' part about speaking up in such a small group.

About that time I became acquainted with Mrs. Eleanor Hamilton of the Virginia Distributive Education Service and her adult education courses. And there the idea of our training program was conceived.

Our main problem was how to motivate our salesgirls to do a better over-all selling job. The answer was quite simple:

1. Show the salesgirl how important she really is to our business.

2. Take her to the plant and let her see the operation in its entirety, so that she will realize that the way she does her job will affect the finished product.

3. Let her see the highly trained  
*Continued on page 78*

# Pak-Faster

U.S. PAT. 2,823,503

A device of Outstanding Beauty, TIME SAVERS' exclusive new patented hand operated bagging machine outmodes sloppy packaging procedures.

- CUTS COSTS • SPEEDS PRODUCTION
- INCREASES SALES



- Produces Standard Rectangular Packages That Every Cleaner & Laundry Can Afford.
- Speeds-up Packaging Tremendously. Eliminates Torn Bags.
- Dramatic Showmanship An Exciting Sales Producer.
- Although Designed for "U" Shaped Liner & Poly Bag... Adaptable for Kraft Bags & Shells.

WITH *Vu-Pax*

**GREATER SHIRT LAUNDERING SALES**  
in a PROTECTIVE TRANSPARENT PACKAGE

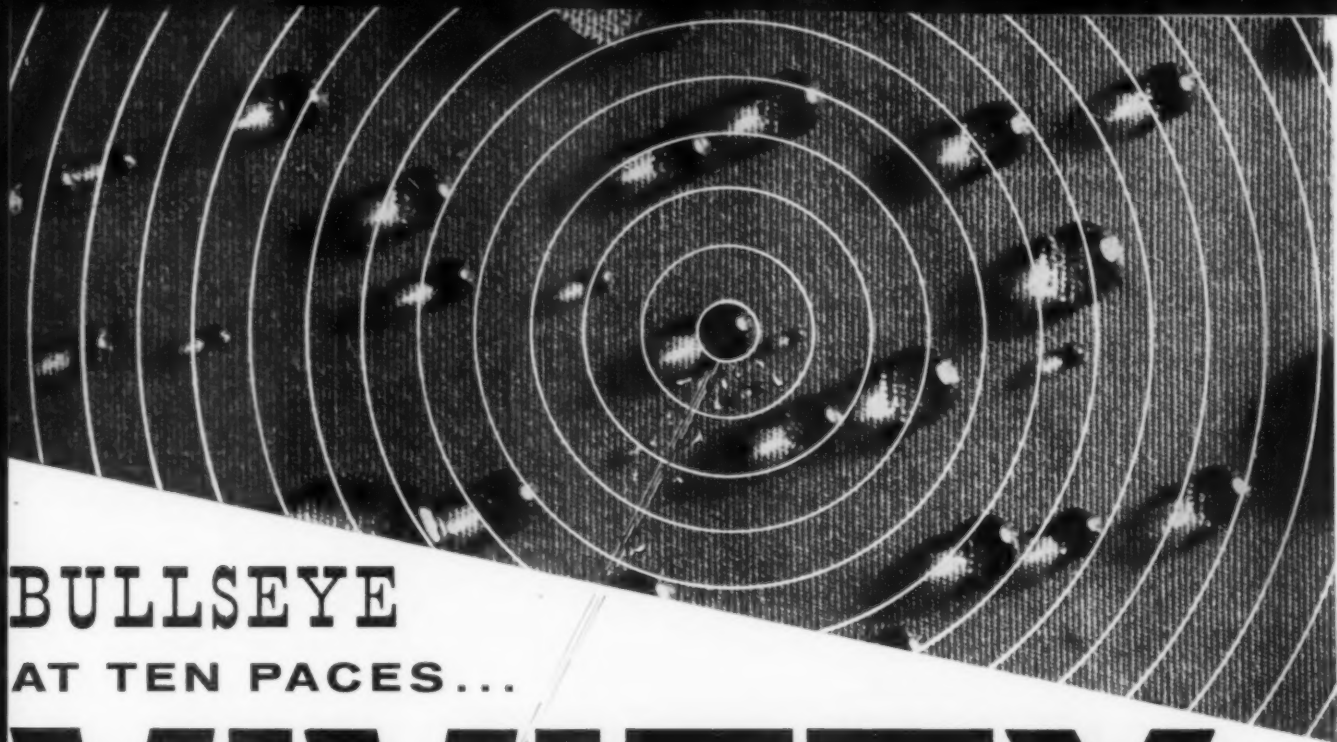
**A Must for CASH & CARRY!**



**TIME SAVERS**

83-99 WALNUT ST.  
MONTCLAIR, N. J.





**BULLSEYE  
AT TEN PACES...**

# **VIVITEX** **100 PLUS**

**WATER  
REPELLENT**

**NEW** IMPROVED AND WATER WHITE TOO!

## **BEATS ALL COMERS**

measure 10 paces — place garment\*  
— shoot straight at the mark for  
30 seconds . . . do the same with  
any competitor . . . he's a wet duck!

**SEE  
US  
AT  
TORONTO  
SHOW**

CANADIAN DISTRIBUTOR:  
**McGoun Chemicals Ltd.**

SEND FOR FREE WATER PISTOL  
(EXCELLENT FOR WATER REPEL-  
LENT TESTING) AND VIVITEX 100  
PLUS TREATED SWATCH TARGET.\*  
CIRCLE NO. 549 ON POST CARD

**THE STAMFORD CHEMICAL COMPANY**  
STAMFORD, CONNECTICUT

**THE STAMFORD CHEMICAL COMPANY**  
Stamford, Connecticut

Rush me your free water pistol and Vivitex 100 Plus treated swatch target.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Zone: \_\_\_\_\_ State: \_\_\_\_\_



## DRY CLEANERS FRIEND



## VIKING SOLVENT PUMP



You can depend upon this rugged V-belt drive Viking pump as a true friend — always operating efficiently. It always delivers a smooth, even flow of solvent. It is Underwriters approved.

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required.

For complete information, write for bulletin DQ.



## VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.  
See your classified Telephone Directory.

### WHAT THE CONSUMER WANTS *Continued from page 74*

I, Mrs. Consumer, WANT — personal service and recognition. I want the counter salesgirl to have an interest in my problem and show courtesy and tact.

Training in the development of sales-winning personality traits is a vital part of our classes. Through such methods as discussions, buzz sessions, self-rating personality tests, the salesgirls recognize the value of enthusiasm, courtesy, cooperation, customer interest.

I, Mrs. Consumer, WANT—to feel that I am getting individual attention for my clothes and my family's.

Real selling requires an understanding of the customer and the recognition of the customer as the most important person in any business. Our training includes a study of the various types of customers, and ways these customers should be treated.

I, Mrs. Consumer, WANT — my clothes to be handled with a sense of appreciation. My clothes, regardless of cost, are valuable to me.

I, the trainer, know that good counter salesgirls don't "just happen." Our training seeks to develop a real sense of appreciation for the customer viewpoint through the exchange of ideas and experiences.

I, Mrs. Consumer, WANT—to exercise my privilege to object to your price, your delivery schedule and the like. I want your salesgirl to tell me the value of your services and how I can benefit by using them. I'm disturbed by the fact that not once have I ever been shown a sample, such as a crisp, odorless garment, as an inducement to use your service.

Realistic training demands that the girl up front recognize a general selling pattern. She must know how to approach the customer, discover her needs, handle her objections, and help her reach a buying decision. Training in a variety of techniques enlightens each girl and actual sales demonstrations by the class members are effective learning devices.

I, Mrs. Consumer, WANT—to be told of the additional services you have. Suggestion selling is a real service to your customer. I'm normal, remember, and I often lack the time to read your newspaper ads or window posters. I'm your regular customer who is never told of your advertised specials I have overlooked or of the alterations you could have handled for me had someone cared enough to suggest them.

Counter girls have never thought

of themselves as salespeople. In our training class, members discuss and then enumerate additional services they might suggest to a customer which would result in increased sales, added service, goodwill.

I, Mrs. Consumer, WANT — my complaints, my *just* complaints, to be handled reasonably, promptly and in a pleasant manner. I want to feel that you are on my side, my ally. I've become discouraged and hesitant about returning to you with an adjustment or complaint. Perhaps it just isn't worth the unpleasantness of arguing, waiting and being placed on the defensive.

This phase of training is a must. The proper handling of complaints requires emphasis. The NID Selling Bulletin of October 1958 presented a very fine six-step technique for the proper handling of complaints. This can give the girls up front a new perspective and create a more favorable attitude toward complaints.

I, Mrs. Consumer, WANT — the counter salesgirl to have a working knowledge about drycleaning, finishing, fabrics, clothes, common stains, company policies and procedures, new processes. I'm amazed at this paradox. The wetcleaning process, a National Bureau of Standards-accepted practice, has received many of your advertising dollars. Yet the salesgirl cannot tell me what it is or why I should use this service.

Throughout all training we point up the need for real selling today which can be achieved only through a greater and more complete knowledge of the company and the job. Professional "know-how" is basic for every counter sales person. The challenge in training is to motivate each girl to want to learn more about the job. Plant tours open eyes, ears and minds and create an enthusiastic and interested attitude toward continuous learning.

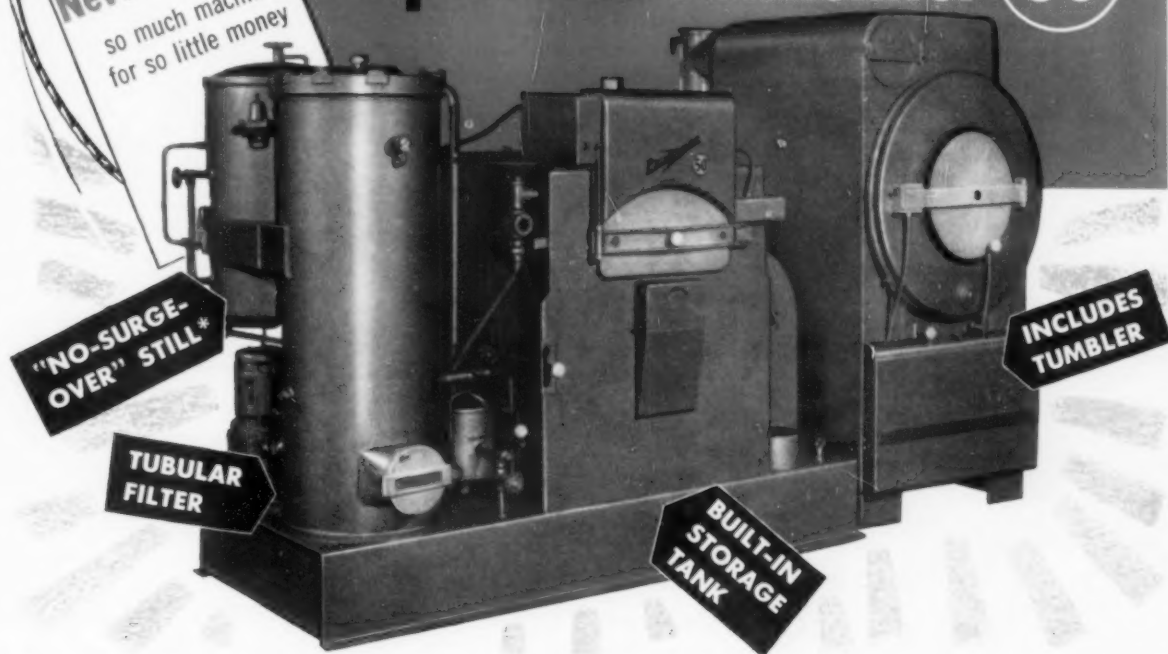
I WANT—to be told about the good things you do for me. Remember, I may not even know about "the case of the missing button" over which you have expended time and energy. I may not notice the beautifully finished lining, the rolled lapels. Why can't I be told of your special interest and attention?

Now, I, the trainer, wonder how many of you have taken that first step in providing the necessary know-how up front. How many of you have stopped griping long enough to ask your customer just what she expects from you?

You will go a long way in your eager search to know what your customers think if you would discover their answers to such questions as:



# Now's the time to trade up to the Primeliner 50



Call your Manitowoc jobber *now* and get this month's special allowance on your present cleaning equipment. Trade now for the big, new Primeliner 50 . . . dollar for dollar your best buy in a 50 lb. perchlor, single-bath machine.

The Manitowoc Primeliner 50 is a spanking-new, ultra modern machine . . . one you'll be proud to demonstrate to your friends and customers. *No extras to buy . . . no hidden costs!*

\*Pat. Pend.

**EXCLUSIVE "EXTRA-DRY" MUCK EXTRACTION PROCESS** eliminates need for expensive muck cooker!

**MANITOWOC "UNITIZED" DESIGN** guarantees that the equipment will fit your plant, layout and work flow — no need to re-position other equipment!

**QUIET, SHOCK-FREE FLUID DRIVE POWER TRANSMISSION** for the smoothest running machine — eliminates smoking clutches and cuts peak electrical loads!

**DODGE TORQUE ARM MOUNT** on tumbler basket is easily adjustable and always runs true — no more excessive vibration . . . constant bearing and shaft adjustment and replacement!

**AND THERE ARE COUNTLESS OTHER SUPERIOR ADVANTAGES!**

**MAIL COUPON TODAY** for complete information. The all-new Manitowoc Primeliner 50 costs much less than you think . . . and much less than any other complete 50 lb. perc unit!

## MANITOWOC

**A Complete Line of Dry Cleaning and Finishing Systems**



Tumblers



Filters



Stills



Finishing Equipment



Dry Cleaning Systems

Gentlemen: Send AT ONCE full information on:

- ☐ Primeliner 50
- ☐ 2-Bath Units
- ☐ Primeliner 35 (35-40 lb. cap.)
- ☐ Finishing Equipment

**MANITOWOC ENGINEERING CORP.**

A Subsidiary of The Manitowoc Company, Inc.  
Manitowoc, Wis., Dept. M5

Name

Company

Address

City  Zone  State

DC-16

## Why it pays to use

# Tru Color

## DYEING SERVICE

- 1** You get the finest dyework in the land, the kind you'll hand to your customers with pride. Everything—garments, rugs, household fabrics—processed in automatically-controlled stainless steel equipment and pre-conditioned for easier finishing. Latest techniques assure right "handle," maximum color depth and uniformity, size retention.
- 2** You get your choice of "E-Z PRESS" semi-finished or "FINISHED-TO-FIT" services.
- 3** You get fast, dependable service even at peak of the season. Most orders shipped back within 24 hours of receipt.
- 4** You get the convenience of one-stop service for all your sideline specialties—TRU COLOR can handle your *suede and leather cleaning, glove cleaning, reweaving, flameproofing, showerproofing, vat-dyeing of commercial linens*. Send everything in same bundle with dyework.
- 5** You get color cards, posters, marking and mailing supplies FREE.

**The mailman makes it easy to use...**

**TRU COLOR DYE WORKS, Inc.**

24-47 44th Street, Long Island City 3, N.Y.

Write for our trade price list / Mail Order "Supermarket" of Sideline Services

Are you satisfied with the drycleaning job done for you at the present? Are you satisfied with the personal services you get over the telephone, over the counter, from route salesmen? Do you take advantage of our special services? Do you have specific suggestions which might improve our drycleaning service?

The girls up front have long shown themselves willing to "wait" on customers and take orders, but there is a real need to spur them to greater effort at actual selling. Drycleaning must be sold and clearly the day of selling has arrived. Management must realize that, to a great extent, the counter salesgirl's knowledge and growth are limited as much by what her company does to help her as by what she does herself. Training must become a "way of life" within each drycleaning organization, and a long-range training program a vital part of management's function. Your employees must be trained to do their best.

In Virginia, the Distributive Education programs throughout the state are assisting management in the wholesale, retail and service trades in their efforts toward effective training. The training programs are not limited to the basic or rank-and-file employee, but training is provided for super-

visory or middle management personnel as well as top management.

Our work with the drycleaning industry is not new. As early as 1944 the Virginia program instituted courses in Personnel Management, Supervision, and Customer Relations for launderers and drycleaners. This came about when the Virginia Association of Launderers and Drycleaners requested Miss Louise Bernard, state supervisor of Distributive Education, to help the association work out a training program for its employees.

Distributive Education serves the needs of the entire community. At Wellworth, Mr. Markowitz was able to set up two classes of 20 girls from his own sales force. These classes were held from 9:00 to 11:00 a.m. over a period of two weeks with girls rotating their work schedules. Owners of smaller plants, employing fewer salesgirls, often join with their competitors to provide training classes.

Know-How Up Front really depends on *you*. You must recognize those all-important counter salesgirls as a powerful asset. You must be interested in the development of every individual and provide the training to enable each employee to use his greatest capacities for the good of the customer and your organization.

## TRAINING *Continued from page 74*

plant personnel operate, and have her discuss problems with them.

4. And above all, thoroughly train her so that she knows every phase of her job.

I cannot emphasize too strongly the importance of furnishing her with the tools necessary for her job; you would not expect top quality from your production personnel without training and tools. Don't overlook the necessity of training your sales personnel.

Don't try to do it alone unless you have specially trained personnel.

Usually this type of individual is not found in a drycleaning organization. In our area, we are fortunate that the Virginia Department of Education has qualified personnel to do the job.

While such a training program is not a cure-all and a continuous follow-up is needed, we are certain this has been a successful venture for Wellworth Cleaners. The increase in our sideline business was substantial.

However, it was the intangible benefits which were more heartening. Such things as increased courtesy, efficiency, interest, group cooperation, and a general spirit of just plain belonging. Each of our girls realized her own importance!

It is imperative that the salesgirl have this feeling to do a topnotch job. She *must* have confidence in herself, her co-workers, supervisors and employer. She must know that we can and want to do the job right, and only then can she sell our business.

At the close of our 10-hour program, a graduation was held, at which I awarded diplomas to each girl attending. They were framed and hung "up front" in each store. *Recognition by management of a job well done.*

Comments from our customers were most gratifying. For example, the customer who said, "I would like to be waited on by one of the girls who graduated from the training school." This type of recognition from the customers made our girls more conscious of their accomplishments.

An additional result was that our girls started asking for information about our cleaning processes, both for themselves and to pass along to their customers. NID leaflets were used extensively for this purpose. Our own advertising agency prepared a nice little leaflet explaining our deep cleaning process which we displayed on our counters and used as inserts.

I can highly recommend such a training course, with special emphasis on the importance of having an outside specialist such as distributive education can provide to do the actual training. # #



**CUT  
COST**

**INCREASE  
PROFIT**

**IMPROVE  
QUALITY**

*modernize your drycleaning  
system with*  
**MARLOW**  
*self-priming  
pumps!*



Regardless of your drycleaning system you can now do what all leading machinery manufacturers have done... *modernize with Marlow!*

Solve your pump replacement problem for all times and install a Marlow Vertical Self-Primer that's engineered for drycleaning service. Get rid of obsolete, money-wasting pumps today and eliminate costly shut-down and maintenance.

Marlow Vertical Pumps with straight-through piping are easy to install and can be used on either synthetic or petroleum systems. A Remite mechanical shaft seal eliminates leakage of costly solvents—floors stay dry and clean at all times. And—these pumps will operate with equal efficiency on "packaged" units or where solvent tanks are below ground.

In a Marlow pump there's only one moving part. No metal-to-metal grinding contact to wear expensive parts and cause a fall-off in capacity.

Cleaning quality always remains constant.

Marlows run longer at top performance... dollar for dollar they're your best buy! Specify Marlow for replacement and on all new equipment you purchase. Contact your nearest drycleaning equipment dealer for complete information or write Marlow Pumps for Bulletin DC-04.

**MARLOW  
PUMPS**

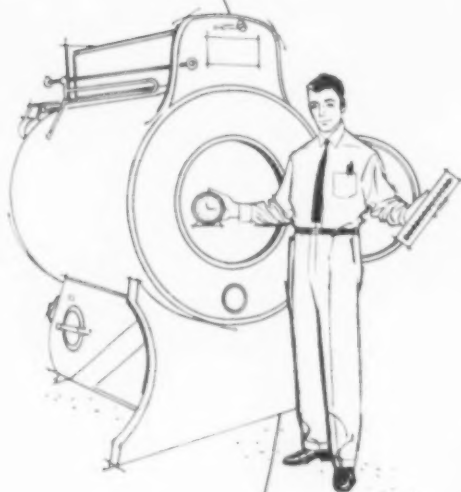


DIVISION OF BELL & GOSSETT COMPANY

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois

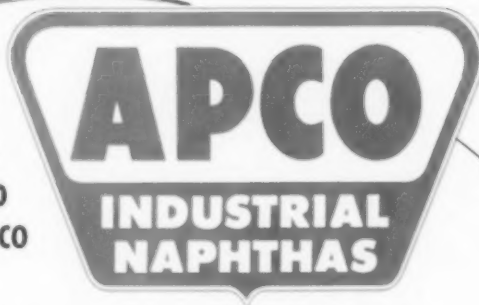




## Why Is it a **FACT** That **PETROLEUM** Solvents Take Business from **NON-PETROLEUM** Operators?

Because petroleum is the **ONLY** solvent safe on **ALL** drycleanable garments — no bleeding, no damage to plastic ornaments or delicate fabrics. Don't be "half safe" — go **APCO!**

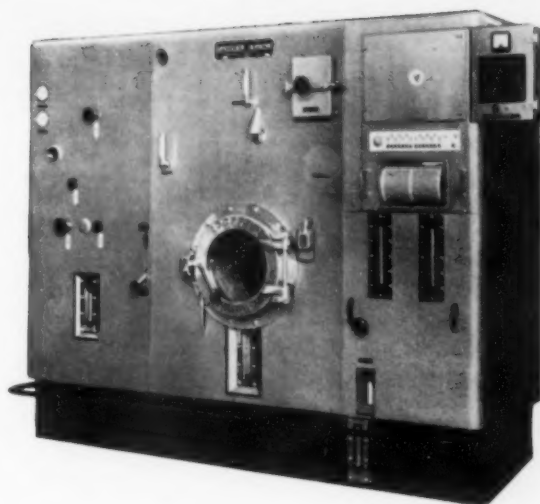
REFINERS OF  
STOD-SOL AND  
DEODORIZED APCO  
SOLVENTS



**ANDERSON-PRICHARD** *Oil Corporation*  
OKLAHOMA CITY, OKLAHOMA

BRANCH OFFICES IN ALL PRINCIPAL CITIES

**OVER 2000  
DRYCLEANERS  
THROUGHOUT THE  
WORLD USE**



# **S PENCER**

## **JUNIOR — SIXTY — SENIOR**

### **SYNTHETIC DRY CLEANING MACHINES**

1. Lowest Solvent cost of any machine.
2. Automatic Reversing—open drop cylinder.
3. Low Speed extraction—no vibration.
4. Completely automatic—simple to operate and easy to maintain.
5. Attractive appearance.
6. One year guarantee for parts and service.

Manufactured by: **NEIL & SPENCER LTD.** Leatherhead, Surrey, England  
the largest manufacturers of Dry Cleaning Equipment in the British Commonwealth

Distributed by **J. P. SPENCER CORPORATION** 355 Lexington Ave., New York 17  
TELEPHONE: MURRAY HILL 2-7711

**SEE THE WORLD'S MOST SUCCESSFUL MACHINE—Booths 114, 115, 116,  
117, 127, 128, 129, 130. At CLATA CONVENTION**

You Can Depend on

## NATIONAL

**Your Eastern Canadian  
Jobber For Equipment  
& Supplies**

**Ajax**—We carry a full  
line of Ajax equipment  
"A PRESS FOR EVERY  
PURPOSE"

**Vic**—exclusive jobber  
for Eastern Canada  
See the remarkable Vic  
Mileage Booster

**Top Quality Laundry  
& Drycleaning Supplies**

**PLAN TO VISIT WITH US  
IN BOOTHS #195, 196 & 197  
AT THE CLATA CONVENTION**

### NATIONAL

LAUNDRY & CLEANERS EQUIPMENT LTD  
920 GUY STREET MONTREAL, QUEBEC

## ASSOCIATION NOTES

**NCA Group Tours Europe:** A group of 93 Neighborhood Cleaners Associations members and their wives recently returned from a special European tour which lasted four weeks. The travelers left New York July 1 on a charter flight and returned from Paris at the end of the month. The group was led by Irving Kleinfeld, first NCA president.

NCA Executive Director Frank Polatsek, accompanied by his wife and son and by Lloyd Nichols, NCA field representative, also visited the Soviet Union and toured the American exhibit at Moscow.

##

**Midwest Summer Clinic:** The Wisconsin & Upper Michigan Drycleaning Institute held its annual summer clinic recently at Behrends Cleaners, Cedarburg, Wis., with about 250 plantowners and employees in attendance. The theme of the clinic was "How To Operate a Small Plant Prof-

itably." It was announced during the clinics that the annual convention of the Institute will be held December 5-6, 1959, Schroeder Hotel, Milwaukee.

##

**LCATA Stresses Leadership:** Leadership will be the keynote at the 1959 LCATA Annual Convention Membership Meeting, to be held at the Shoreham Hotel, Washington, D. C., October 14-17. Program chairman J. M. Chisholm said the business program is entirely new with separate meetings of manufacturers of machinery and supplies and of distributors spinning off from short general membership convention meetings at which nationally known speakers will present talks of current interest.

##

**Blast Shifts Convention:** The Oregon State Dry Cleaners Association Convention, originally scheduled to be held in Roseburg, Ore., October 8-10, has been postponed until November 13-14 and will now be held in Eugene. The Umpqua Hotel in Roseburg in which the meeting was to have been held was damaged in the town's recent explosion and will not be ready for occupancy in time, according to the latest report received.

##

**Drycleaning Clinics:** Drycleaning plantowners and employees in the North Hollywood, Calif., area were recently welcomed to two clinics on drycleaning problems by Jack Bennett, owner of Panorama Cleaners and a director of the California Drycleaners Association. The clinics covered fibers, fabrics, textiles and spot removal techniques.

##

**British Lab Opens:** Forest House Laboratories of the Dyers and Cleaners Research Organisation (Great Britain) were recently opened at Harrogate, Yorkshire, by Her Royal Highness, the Princess Royal. The new laboratory facilities have resulted from the rapid growth of the DCRO in recent years and the need for adequate research within the industry.

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# HILD

**ADD-A-SERVICE:**  
Rug, Carpet and  
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## START YOUR OWN ON-LOCATION DEPARTMENT

(Clean Wall-to-Wall Carpet and Upholstered Furniture in Your Customers' Homes)

### FAMOUS SHOWER-FEED SCRUBBER

Easy to operate machine for cleaning rugs and carpeting. Tank on handle holds shampoo solution. Five models to choose from—every price range.



### WET AND DRY PICK-UP VACUUM CLEANER

Powerful unit for vacuuming carpet and upholstery plus removing suds after shampooing. All deluxe features for years of dependable service.

### UPHOLSTERY SHAMPOOING MACHINE

Electric driven shampooing machine allows you to clean upholstery and stair carpeting in an efficient professional manner.



### PILE-LIFTER VACUUM CLEANER

Combination pile brush and vacuum cleaner... brushes, lifts and combs rug pile while it removes the dirt, grit and lint. Used to prepare rugs for shampooing and to "set" pile after shampooing.



### SEVEN DEPENDABLE SHAMPOOS

available to handle every rug and upholstery cleaning job.

Maintain the quality and reputation of your plant with the Hild System of Carpet and Upholstery Cleaning... the choice of professional cleaners for over 30 years

## CASH IN ON THE GROWING DO-IT- YOURSELF MARKET

(Earn up to \$10 a day in equipment rentals and shampoo sales)

### LIGHTWEIGHT RUG SHAMPOOING MACHINE

Easy to use—low in cost—designed to take the roughest abuse that is so common in rental use. Has the same important construction and operating features as Hild Deluxe models.



### ALL ALUMINUM VACUUM CLEANER

Easy to carry—weighs only 19 pounds. Picks up wet or dry material without filter change. Complete with hose and attachments.

### HILD SHAMPOO

Highest quality carpet and upholstery shampoo packed in small polyethylene envelopes... each package makes two gallons of shampoo solution. Also available in pint bottles.



## PLANT MAINTENANCE EQUIPMENT

Hild heavy duty vacuum cleaners for floor, wall, overhead beam, and machinery cleaning.

Twenty models to choose from. Illustrated unit designed for use on your own 55 gallon drums—ideal for boiler cleaning.



Hild offers the equipment, supplies and information you need for a successful carpet and upholstery cleaning service... all from one dependable source, at the lowest possible cost.



Get your free copy of our new 16 page Professional Carpet and Upholstery Cleaning Instruction Book!

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Gentlemen: Without cost or obligation, please send me a copy of your new instruction book plus information on:

- ☐ Starting our own professional carpet and upholstery cleaning department.
- ☐ How to start a rental program for the do-it-yourself market.
- ☐ Hild shampoos for modern carpet and upholstery fibres.
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**THAT TAKES CARE OF  
THE SQUIRT... NOW  
LET'S PLAY BALL !**

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*Peoria, Illinois*  
**PITTSBURGH HANGER CO.**  
*Monaca, Pennsylvania*



The nature of your business demands that special precaution be taken against fire and theft. Many conditions exist that make your property and that of your customers highly vulnerable to loss.

Aetna Casualty's Loss Prevention Engineers have prepared a list of questions that will help you test your business on potential sources of disaster. It's a test you can't afford to "flunk."

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Please send me your free loss prevention Checklist for Cleaners and Dyers.

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

## N.I.D. NEWS

**Announce Convention Plans:** The 1960 annual convention of the National Institute of Drycleaning, scheduled for February 22-24 in Chicago, will be highlighted by five 2½-hour educational sessions, it has been announced by George P. Fulton, NID general manager.

The opening-day speaker will be Dr. Philip M. Hauser, professor and chairman of the Sociology Department, University of Chicago. He will evaluate sociological trends that can be anticipated in the 1960's in terms of their effect on the drycleaner.

Again this year there will be no equipment exhibit in connection with the convention. However, NID registrants will be able to view the American Institute of Laundering exhibit at The Coliseum in Chicago on February 24.

Mr. Fulton announced the following convention committee appointments: William J. Nicklaw, NID director of education, has been named general chairman, to be assisted by Charles R. Riggott, NID industrial engineer; William L. Browne, NID public relations director, is program chairman, aided by Tom Donohoe and Jim Albro; Dr. Dorothy Lyle, director of consumer relations, will stage the annual fashion show.

Dr. Joseph R. Wiebush, NID research director, will head the staff to design and man the convention booth at the AIL exhibit to explain NID services. Miss Cecil Bonas, NID office manager, is in charge of registration. Albert E. Johnson, NID trade relations director, and John Jay Daly, publicity manager, are handling publicity and promotion.



**Associate Conference:** Thirteen students from 10 states recently completed the eleventh week-long educational conference for associate members of the NID. The graduates are, left to right, front row: Jean P. Ulbright, Jean Ulbright and Co., St. Louis, Mo.; James F. Bark and Walter C. Ladwig, The Dow Chemical Co., Midland, Mich.; Frank Morris, Pellerin Milnor Corp., New Orleans, La.; Adam R. Formanek, Mathco Chemical Co., Cleveland, Ohio; Larry M. Polich, Barton Naphtha Co., Des Moines,

Iowa; Roy E. Stack, Columbia Southern Chemical Corp., Barberton, Ohio. Back row, L. T. Kiefer, Great Lakes Carbon Corp., Los Angeles, Calif.; Henry D. Bitler, Atlas Powder Co., Wilmington, Del.; Jerome H. Berkelhammer, United Brass Works, Inc., Randleman, N. C.; Sam Marks, Belenky, Inc., Akron, Ohio; Michael Pacilio, International Petrosolvent Co., New York, N. Y.; Carl Rosner, Kleenest Laboratories, Inc., Pittsburgh, Pa.

The twelfth associate conference will be held December 7-11, 1959.



**Management Graduates:** Seven students from four states completed the NID Management Course on July 24. They are, left to right: John U. Kowalski, Troy Laundry & Dry Cleaners, Cedar Rapids, Iowa; Jerry and Jack Lang, Lang's 6th Avenue Clean-

ers, Des Moines, Iowa; Lillian Bender, Circle Dry Cleaning Corp., Manassquan, N. J.; Gerald R. Carr, Band Box Cleaners, Charles City, Iowa; George R. Ruffing, Jr., Swift Cleaners, Delray Beach, Fla.; and Alfred Wolff, Cheshire, Conn.



# Simplified Spotting Chart

RED background for WET spotting

Rinse off feather with water or steam gun

BLACK background for DRY spotting

Rinse in solvent with filter circulation

<b>GROUP A</b>	Albumen Blood Discharge Food, starch, sugar, sweets Glue Ice Cream Mud Perspiration Water marks	<b>Protein formula</b> 11 parts Mulsolute 1 part 26" AMMONIA	<b>Digester formula</b> 1 level tsp. Tannish TLM 2 tsp. GLYCERINE 8 ounces WATER	<b>Prespotter</b> 1 part 886 or MERASOL 5 parts SOLVENT 3 parts WATER	
<b>GROUP B</b>	Beer Coffee Dye stains Fruit juice Grass stains Liquor Medicine Soft drinks Tea	<b>Tannin formula</b> 1 part Mulsolute 1 part GEN'L FORMULA No. 209	<b>Streepene</b> for whites only		
<b>GROUP C</b>	Inks	<b>Tannin formula</b> <i>alternated with</i> <b>Protein formula</b>	<b>Straight Pyratex</b> Marking and ball pen ink	<b>Streepene</b> for whites only	
<b>GROUP D</b>	Rust AND OTHER IRON COMPOUNDS	<b>Rust remover</b>	<b>Tannin formula</b> for weighted soils	<b>Streepene</b> for whites only	
<b>GROUP E</b>	Asphalt Bottom streaks Grease Oil Paint Pitch Tar Varnish	<b>Dry spotter</b> 1 part PYRATEX 3 part SOLVENT	<b>Wet spotter</b> 1 part PYRATEX 1 part WATER	<b>Dry spotter</b> 1 part Street's detergent 2 parts PICRIN	<b>Picrin</b> Straight PICRIN for touch-ups
<b>GROUP F</b>	Cellodion AIRPLANE DOPE ENAMEL LACQUER NAIL POLISH NEW SKIN Lipstick* Rouge Shoe polish	<b>Wet spotter</b> 1 part PYRATEX 1 part WATER		<b>Straight Pyratex</b> cellodion remover	

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## TAKE THE ? OUT OF SPOTTING!

Use Street's Simplified Spotting Chart as your ready reference in selecting the safest and fastest formula for the removal of each type of stain. This chart, used with the free instructor bottles, takes the ? out of spotting.

## A \$3.00 VALUE FREE!

Our new spotting bottle kit contains 8 unbreakable, polyethylene squeeze bottles...a \$3.00 value FREE! Each bottle is imprinted with detailed instructions for its specific formula. Each formula bottle is readily distinguished by a different color. Each bottle has a special spout of the type most adaptable to its individual use. Distribution of these free kits is being made through jobbers only. Ask your favorite jobber salesman for your free kit.

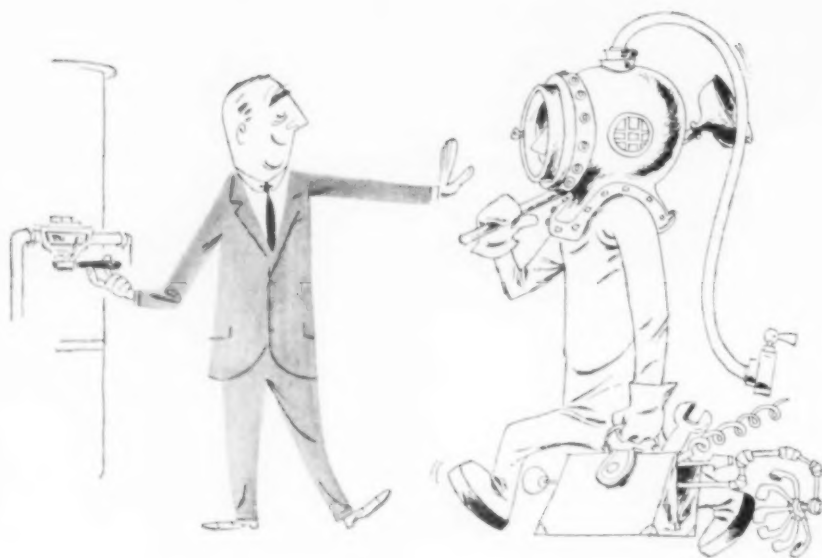
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# OLSON

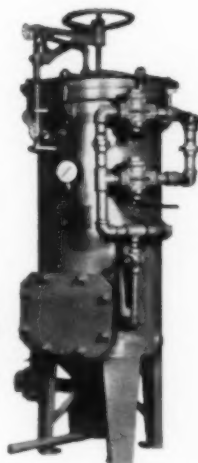
## the filter you clean without changing bags!

That's because there are no bags to change—or anything else for that matter. Olson Superflow tubular filters are automatic, self-cleaning. The entire job takes less than 5 minutes! ■ Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



**OLSON FILTRATION ENGINEERS**

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company



# Toronto Hosts Canadian Convention—Exhibit



## PROGRAM

**Dry Cleaners and Launderers Institute (Ontario)**  
(Ontario Region, Canadian Research Institute of  
Launderers and Cleaners)  
**11th Annual Convention**  
**King Edward Hotel, Toronto**  
**October 22-24, 1959**  
**Canadian Cleaners & Launderers**  
**Allied Trades Association Trade Exhibit**  
**Queen Elizabeth Building, Toronto**  
**October 22-24, 1959**

### THURSDAY, OCTOBER 22

9:30 a.m. Film, "Lloyds of London"—with comment  
by Eric Hardy  
Sheraton Room, King Edward Hotel  
10:00 a.m. Welcome to Toronto by Mayor Nathan  
Phillips  
Annual general meeting, Chairman—Lorne  
Gibson, president, DCLI  
11:00 a.m.—12:00 noon Reports by division chairmen  
12:00 noon—6:00 p.m. Exhibit—Queen Elizabeth Building  
8:00 p.m.—1:00 a.m. "Get acquainted party"—Ballroom, King  
Edward Hotel. Style show, English  
Music Hall entertainment, square and  
modern dancing

### FRIDAY, OCTOBER 23

9:30 a.m. Film, "Time for Living."  
Sheraton Room, King Edward Hotel  
Chairman—Clarence Rennick, second vice-  
president, DCLI  
10:00 a.m. "Textiles and Textile Performance"—Al-  
bert Johnson, director of trade rela-  
tions, NID. Introduced by Harry Fath-  
eringham, past president, DCLI

11:00 a.m.—12:00 noon "Building for the Future"—Ancliffe Prince,  
editor, *Power Laundry and Cleaning*  
*News*, London, England—introduced  
by A. H. Ellis, past president, DCLI  
12:00 noon—6:00 p.m. Exhibit—Queen Elizabeth Building  
7:00 p.m.—10:00 p.m.

### SATURDAY, OCTOBER 24

9:30 a.m. Film, "Thanks for Listening."  
Sheraton Room, King Edward Hotel  
Chairman—Fraser Hillary, chairman, Ot-  
tawa-Mull Division  
10:00 a.m. "Weird Problems in the Cleaning Room"  
—John Ireland, Caled Company, intro-  
duced by J. Snitzer, past president,  
DCLI  
11:00 a.m.—12:00 noon "Weird Problems in the Laundry"—David  
Wallace, president, ALL. Introduced by  
Murvale B. Vail, president, Canadian  
Research Institute of Launderers and  
Cleaners  
12:00 noon—6:00 p.m. Exhibit—Queen Elizabeth Building  
6:00 p.m. Cocktail party, Ballroom, King Edward  
Hotel  
7:00 p.m.—  
12:00 midnight Dinner, dance and floor show

## SPECIAL ATTENDANCE PRIZES

There will be three attendance drawings, from 9:30 a.m. to 12:00  
noon daily. Complimentary tickets are not eligible. Prizes are:

**October 22**—one return air transportation ticket from To-  
ronto to Chicago for the NID convention, February 22-23,  
1960, and the ALL convention, February 24-28, 1960.

**October 23**—room charges paid at this convention at the  
King Edward Hotel.

**October 24**—a copy of "Focus on Fabrics" by Dr. Dorothy  
Lyle.

## Launderers' Round Table

THE AMERICAN INSTITUTE of Laundering has scheduled a one-day Round Table Conference, Wednesday, October 21, at the King Edward Sheraton Hotel, Toronto, Ontario, Canada, immediately preceding the opening of the Canadian Cleaners and Launderers Allied Trades Association exhibit. Eight members of the AIL board of directors will be featured as speakers at the round-table session.

### MORNING

Arthur E. Gelnaw, Westwood Launderers-Cleaners, Inc., West-

wood, N. J., director of District 11, "Sale and Use of Coupon Books To Promote Laundry and Cleaning Sales"; James W. Foasberg, Foasberg Laundry and Cleaners, Inc., Long Beach, Calif., director of District 4, "How To Open a New Plant and Get Immediate Action on Sales"; Victor D. Dalgoutte, Briarcliff Laundry, Inc., Briarcliff Manor, N. Y., "Truck Operations Under a Fixed Maintenance Cost Contract."

### AFTERNOON

John L. Slick, Slick's Family Washing Company, Fort Wayne, Ind., director of District 8, discussion on

coin-ops; Kenneth L. Roberts, Rapid City Laundry and Dry Cleaners, Rapid City, S. D., director of District 6, "Control of Direct Labor Costs"; Duane C. Lawrence, Portland Laundry and Dry Cleaners, Portland, Ore., director of District 5, "Controlling Management's Time"; John H. Monahan, Warren Laundry and Dry Cleaners, Fort Lauderdale, Fla., director of District 1, "Weekly Production and Cost Figures."

### EVENING Dinner Meeting

AIL president, David P. Wallace, Jr., Progress Laundry and Dry Cleaning Company, Dallas, Tex., director of District 3, "Tying Your Local Public Relations Into the National PR Program."

## EXHIBITORS' LIST

EXHIBITOR	BOOTH NO.	EXHIBITOR	BOOTH NO.
Atlantic Paper Products Ltd., 49 Underwriters Rd., Scarborough, Ont.	8	Dow Chemical Co. of Canada Ltd., P. O. Box 1012, Sarnia, Ont.	96A, 108A
Atlas Powder Co. (Canada) Ltd., Brantford, Ont.	105	Dri-Heat Sales (reg'd), 1202 Yonge St., Toronto, Ont.	222
Baker-Perkins (Exports) Ltd., Westwood House, Swallow St., London W.1, England	65-68	Dry Cleaners & Launderers Institute (Ontario), 90 Eglinton Ave. E., Toronto, Ont.	248
Back Laundry Machine Co., 3600 Summit St., Toledo, Ohio	78-81	Drycleaners Insurance Agency Ltd., 90 Eglinton Ave. E., Toronto, Ont.	249, 250
G. A. Braun (Canada) Ltd., 410 Bloor St. E., Toronto, Ont.	103	Dyna Wash Corp., Main St., Camillus, N. Y.	171
British Export Association, Dorset House, Stamford St., London S.E.1, England	1, 2	Eaton Chemical & Dyestuff Co., 162 Queen's Quay E., Toronto, Ont.	24
British Motor Corp., 737 Church St., Toronto, Ont.	41-45	Emery Industries, Inc., 4200 Carew Tower, Cincinnati, Ohio	100
	52-56	Excelsior Machinery Co., 6175 Vermont, Detroit, Mich.	106, 119
	230, 231		132
	245, 246	E-Z Packaging Corp., 5101 Sheridan Rd., Chicago 40, Ill.	17B
Caled Products Co., Inc., 4200 Bladensburg Rd., Brentwood, Md.	10, 11	Ford Motor Co., 321 Bloor St. E., Toronto, Ont.	240-242
Canadian Industries Ltd. (Chemical Div.), 2055 Peel St., Montreal, Que.	223, 224	Forse Corp., P. O. Box 639, Anderson, Ind.	167-170
Canadian Johns-Manville Co., Ltd., 565 Lakeshore Rd., E., Port Credit, Ont.	203, 204	Fulton Boiler Works, Inc., P. O. Box 122, Pulaski, N. Y.	180-183
Canadian Laundry Machinery Co. Ltd., 47-93 Sterling Rd., Toronto, Ont.	47-50	Gardner Machinery Distributors, 229 Spadina Ave., Toronto 2B, Ontario	68A, 69-74
Canadian Research Institute, 90 Eglinton Ave. E., Toronto, Ont.	58-61	General Clarifier Corp., 841 E. 43rd St., Brooklyn 10, N. Y.	81A, 82-87
Chandler Machine Co., West St., Ayer, Mass.	247		88
Chicago Dryer Co., 2210 N. Pulaski Rd., Chicago, Ill.	215	General Steelwares, 199 River St., Toronto, Ont.	46, 57
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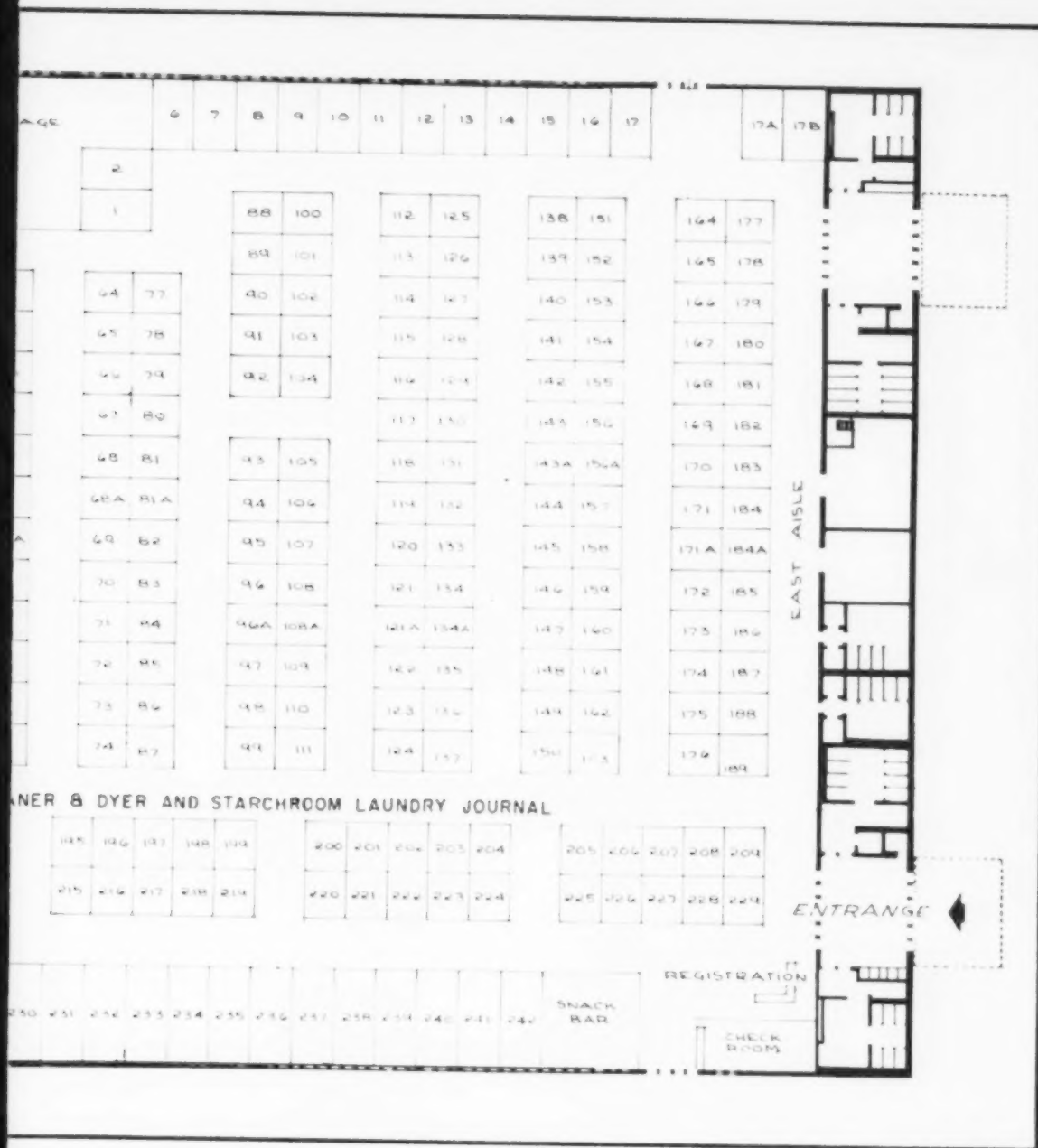
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## Drop in to visit us in Booth No. 190

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# Why fool around with rain repellents people don't know?

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## *People buy by brand!*

---

Ever follow a woman around a grocery store? Does she take any old can of this, or bottle of that? Not much. She buys by brand; she buys what she knows. Same with rain repellents. When you offer a service like "Cravenette" you have a service with a name that is as well known in the field of water repellents as is sterling in silverware. It is the original of water repellents, famous for more than seventy years.

So, if you want to give your rain re-

pellent business a boost make your service a "Cravenette" service. Use the coupon and we will give you all the facts. Here is a repellent that is the easiest to apply, and the results you will get have been rated No. 1 by the best of testing organizations.

We will also provide you with a catalogue of the sales promotion services that go with "Cravenette"; you will find them sure business builders for your water repellent service.

## The Cravenette Company, U.S.A.

60 Romanelli Avenue, South Hackensack, N. J.  
HUBBARD 9-6775

*Since 1887 the world's leading producer  
of water repelling preparations for garment fabrics*

WRITE - - - PHONE - - - WIRE

The Cravenette Co., U. S. A.  
60 Romanelli Avenue, South Hackensack, N. J.  
Gentlemen:

Please send me full information about your newest  
water repellent usable with all types of charged systems

Name

Company

Street address

City  State

### Colorful Vic Display Boosts Drycleaning



The Vic Manufacturing Company, Minneapolis, Minn., recently used an interesting and informative display in one of the city's banks to promote the services of the local drycleaner and establish the drycleaner as a highly skilled professional businessman.

Set up in the lobby of the Northwestern National Bank, one of the largest in the upper Midwest, the exhibit included a pictorial history of the industry, along with several models of some of the earliest commercial and home cleaning machines. A complete new Vic drycleaning plant was also shown to point out the contrast between the first crude operations of the industry and the modern efficiency of today's drycleaner.

Other elements in the display included an easy-to-understand description of the modern drycleaning process and a graphic presentation showing how drycleaning adds life and beauty to clothing and furnishings.

The display itself was heavily promoted before and during the two weeks in August that it was shown. During this period Vic's entire fleet of service trucks carried bright blue and yellow signs advertising the display, and pictures and stories in local newspapers were used to develop interest.

### Pantex Names Distributor

Pantex Manufacturing Corporation, Pawtucket, R. I., has appointed Melco Machinery Products Company as its official distributor in the state of Ohio. The Melco Company is a division of the M & L Supply Company and has headquarters at 987 E. Tallmadge Ave. in Akron.

The Melco organization will provide complete equipment, including layout planning, installation and replacement parts for both Pantex and Butler machinery.

Fred Porco, formerly with

Butler and widely known by plantowners in the Ohio area, is general manager of the newly appointed distributor. Associated with him are Leo Primak, Nate Marks and Charles Burke. Les Davis is in charge of service parts and installation work.

### Amsco Officers Announced

Leon J. Breton has been elected vice-president of American Mineral Spirits Company, Chicago, Ill., it was announced by Edward M. Toby, president.

Before coming to Chicago, Mr. Breton was manager of Amsco's Metropolitan Division. He had been serving as assistant vice-president when his promotion was announced.

Mr. Toby also announced the appointment of Robert A. Greacen as manager and Andrew R. Brennan as assistant manager of the Amsco Mid-Atlantic district. Mr. Greacen succeeds Al Herer who was recently appointed assistant Eastern sales manager of the company at its general Eastern offices in Murray Hill, N. J. The two appointees will be responsible for Delaware, Maryland, southern New Jersey, eastern Pennsylvania and portions of Virginia and West Virginia.

pany, Mr. Dresser was vice-president of industrial sales when he retired. During his years with APCO, he helped organize the National Institute of Drycleaning, and developed the company's test bundle service which is offered free to customers. He is thought to have been more instrumental than any other person in the development of a cleaning solvent that minimized plant fire hazards.

### Prosperity Names Brandt



LESTER BRANDT

Lester Brandt has been appointed general sales manager of The Prosperity Company, Syracuse, N. Y., it has been announced by Fred I. Courtney, president.

In his new position, Mr. Brandt will be responsible for the sales, marketing and advertising of Prosperity laundry and drycleaning equipment. He has been with the company for 23 years, most recently as Western regional sales manager.

### Dresser Retires at APCO



CHARLES H. DRESSER

The retirement of Charles H. Dresser, well known in the solvent and naphtha fields of the oil industry, has been announced by Roland V. Rodman, president of Anderson-Prichard Oil Corporation, Oklahoma City, Okla.

After 39 years with the com-

### Great Western, Pearson & Smith Merge

The Great Western Chemical Company of Portland, Ore., and Pearson & Smith, Spokane, Wash., have merged and Great Western has entered the laundry and drycleaning supply field, it was announced jointly by the two companies.

Great Western currently operates warehouses and offices in Seattle, Portland and Eugene, Ore., and will shortly open new operations in California. Two representatives experienced in the laundry and drycleaning fields, Richard O. Bolin and Richard (Bud) Hinman, have

been added to Great Western's staff to handle this new line.

The following changes in personnel at Pearson & Smith were also announced: Owen Lavin, formerly with the Seattle office of Great Western, has become vice-president and general manager of Pearson & Smith; Johnny Price is in charge of the laundry and drycleaning department in Spokane, replacing Art Rorberg; Mr. Rorberg has gone to Seattle as manager of all laundry and drycleaning departments for Great Western branches; Ken Gallagher is leaving the chemical business, coincidental to the merger, to become affiliated with a California hotel; Donn Tucker has joined the company as a general salesman; and F. W. Pear-

son is moving to San Francisco as executive vice-president of Great Western Chemical Company of California.

Great Western has moved into a large new warehouse at 3720 N. W. Yeon, Portland, and also into new offices at Seattle at 6900 S. Fox.

#### Quality Products Expands

Quality Products Company of Chicago, Ill., has moved its plant to new larger quarters at 4248 N. Elston Ave., it was announced by Ed Cunningham, director of sales.

Mr. Cunningham explained that increased production and installation of more modern manufacturing methods made the move necessary.

#### Cissell Elections Announced



FRANK H. RICHTERKESSING



EUGENE A. CISSELL



JAMES H. TICE



W. W. HARPER

Election of new company officers has been announced by W. M. Cissell Manufacturing Co., Inc., Louisville, Ky., following the recent death of W. M. Cissell, founder of the firm.

Frank H. Richterkessing, formerly secretary-treasurer, was elected president, succeeding Mr. Cissell.

Eugene A. Cissell, son of the late Mr. Cissell, was named

vice-president. James H. Tice, former chief accounting clerk, was voted secretary-treasurer. W. W. Harper, former office manager, was elected sales manager.

#### SLRA Elects Officers

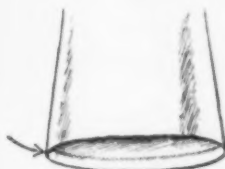
Rolland Lindsey, Reed Cleaners, Fargo, N. D., was elected president of the Suede and

## This ONE U. S. Machine

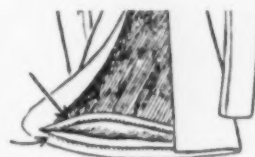
### Model 518-2



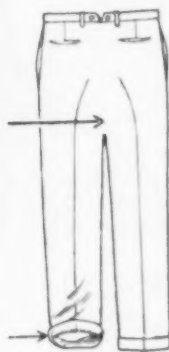
*Does all these alterations  
and many more operations*



Hems dresses  
and skirts



Hems coat bottoms  
and linings



Trouser Cuffs

**EQUALS HANDWORK  
IN QUALITY—  
FAR SURPASSES IT  
IN SPEED—AT A  
FRACTION OF  
THE COST!  
YOU CAN'T AFFORD  
TO BE WITHOUT IT!**

*Write for new brochure*



**U. S. BLIND STITCH MACHINE**

CORPORATION

231 West 29 St., New York 1, N. Y.

LA. 4-9144

# QUIZ for CLEANERS...

## YOUR CUSTOMERS WILL ASK:

Can my cashmere sweater be dyed?

I have a fine cashmere coat that has faded. Could you dye it for me?

Our school board wants to know if you will be able to apply flame-retardant to the drapes.

Will you dye my wool knit suit navy blue for Fall?

If you are an Almore customer, you can answer "yes" to these questions with confidence.

For more information which will help you and your employees in the handling and acceptance of dye work, send for our free pamphlet and guide.

Send all garments and household goods for dyeing to:

# ALMORE DYE HOUSE



DYEING is our ONLY Specialty  
4412 Wentworth Ave.,  
Chicago 9, Ill.  
Leon Teichner, President

Continuously in business  
since 1919

... the dyeing name of undying fame

Leather Refinishers of America during the group's recent annual meeting in Chicago.

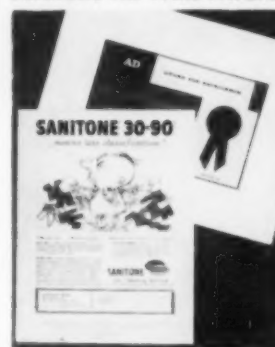
Mr. Lindsey succeeded Dick Kelley of Melody Cleaners, Oklahoma City, Okla., advancing from his previous office of vice-president.

Gerald Schaffer, LaFrance Dye House, Cleveland, Ohio, was elected vice-president, and David Birenbaum was voted treasurer.

The vacancy on the board of directors has been filled by Jim Bowers of Parisian Cleaners, Lynn, Mass. Allan J. Copeland was reelected executive director.

During the meeting it was announced that next year's convention will be a technical clinic in the new plant facilities of Wardrobe Service in Kansas City, Mo. Dan Weinberg, head of Wardrobe and a charter SLRA member, will be host.

### Sanitone Ad Wins Award



The Art Directors Club of Philadelphia voted its award of merit to the above advertisement of Sanitone Division, Emery Industries, Inc., Cincinnati, Ohio. The ad appeared in the February 1959 issue of The NATIONAL CLEANER & DYER.

### Standard Financial Elects Kaufmann

The election of Mark S. Kaufmann as assistant vice-president of Standard Financial Corporation, New York, N. Y., was announced by Arthur F. Silbert, vice-president.

Mr. Kaufmann, who will manage the New Business Department, will be responsible for new-business solicitation through the firm's local representatives in key cities throughout the United States. His additional functions will include banker, lawyer, accountant and business-broker relations.

A graduate of Lehigh University, Mr. Kaufmann served with the U. S. Air Force in Korea. He joined Standard Financial in 1955.

### Garland Named Sales Manager at Pantex



JOSEPH T. GARLAND

Joseph T. Garland has been appointed to the newly created position of sales manager for Pantex Manufacturing Corporation, Pawtucket, R. I., it was announced by Marvin Green, vice-president.

The new sales manager attended Lafayette College and during World War II served with the U. S. Navy. He was affiliated with an Albany, N. Y., chemical jobbing firm before joining Pantex earlier this year. In his new post he will be responsible for active administration of the national Pantex sales department.

### Ajax Appoints Baricevich



GEORGE BARICEVICH

George Baricevich has been appointed regional sales supervisor for the Midwest by Ajax Pressing Machine Company, Salt Lake City, Utah, it was announced by Nicholas L. Strike, general manager.

In his new office, Mr. Baricevich will be responsible for supervising sales of all authorized Ajax dealers and distributors in Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota and Kentucky. Mr. Strike noted that Mr. Baricevich has extensive experience in the laundry and



drycleaning fields and will offer personal consultations and technical assistance in plant surveys, layouts and modern finishing methods.

#### Manitowoc Cotton Moves

Manitowoc Cotton Goods Mfg. Co., Manitowoc, Wis., has announced that it has moved to larger premises at 206 Revere Dr., Manitowoc, and has changed its name to Manitowoc Textiles, Inc.

#### Henson Joins Divco



RICHARD HENSON

The appointment of Richard Henson as advertising manager of the Divco Truck Division of Divco-Wayne Corporation, Detroit, Mich., has been announced by Dudley Starr, head of advertising and sales promotion.

Mr. Henson was formerly vice-president and secretary of Brewer Associates Advertising

Agency in Dearborn, Mich. He has also been advertising manager of a Michigan engineering firm. He is a graduate of Michigan State University and served with the U. S. Army in Korea.

#### Keever Starch Elects Allen



R. W. ALLEN

R. W. Allen has been elected vice-president in charge of sales of the Wheat Products Division of the Keever Starch Co., Columbus, Ohio, it was announced by Charles Kurtz, Keever president.

Mr. Allen will also retain his position as sales manager of the Laundry Division which markets Keever products through distributors from coast to coast. Along with his increased executive responsibilities, Mr. Allen will continue his close contact with the laundry industry with which he has been associated for 27 years.

#### Technical Staff Enlarged at NCC



SAM FREEDMAN

Mort Turbov has been appointed head of the recently enlarged technical division of National Cleaners Chemical Mfg. Co., Chicago, Ill., it was announced by Arthur Saltz,



MORT TURBOV

vice-president and director of sales.

Mr. Turbov previously served on the company's technical staff and has an extensive background in the cleaning industry.

# COMCO

## The Water Heater

engineered to give you

## More Hot Water Per Dollar!

Here is a superior water heater designed especially for commercial installations where trouble-free hot water operation is a must.

Quick recovery provides more hot water and internal flue design gives economy of operation. The tank design combines strength with durability. The heater is hot dipped galvanized inside and out, including tubes, for rust and corrosion-free performance.

The unit is automatically controlled with General Controls. Easy access is provided to both controls and burner.

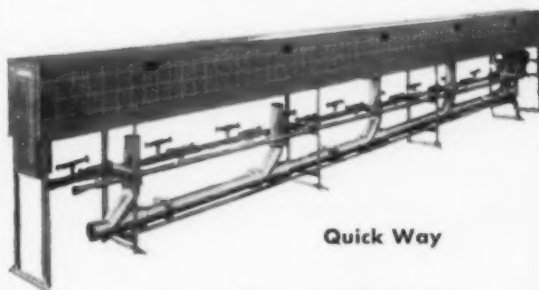
#### RATINGS:

COMCO 900 — 900,000 BTU per hour  
COMCO 700 — 680,000 BTU per hour  
COMCO 500 — 500,000 BTU per hour  
COMCO 260 — 260,000 BTU per hour



One Year Unconditional  
GUARANTEE,  
Four-year Prorated  
Approved by AGA & ASME  
Laboratories

## Save Money in Your Coin-Op Store



Quick Way

Prefabricated pipe and electrical unit installation for coin-op stores and laundromats. Completely enclosed with Marlite for long life and ease of cleaning. U.L. Approved.

Sold only through Authorized Jobbers

Eastern Representative: Henry O. Norton,  
518 Prescott Rd., Merion Station, Pa.

Jobbers write today for details

**COMMERCIAL HEATER CO., INC.**

648 N. CALHOUN BOX 4525 FORT WORTH 6, TEXAS



## MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT by COOK



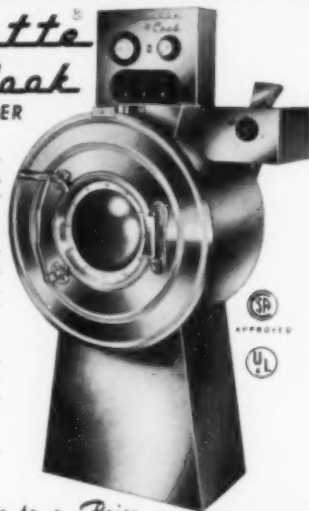
### Tumblette<sup>®</sup> by Cook 37 x 30 DRYER



- \* Give wash-n'-wear customers fast, efficient service; increase production and income.
- \* High tumble basket gives gentle action — wash-n'-wear garments need only minor touch-up.
- \* Temperature completely flexible; thermostatically controlled — high volume air flow.
- \* Permanent type perforated steel lint cylinder built to last life of dryer, no costly replacements.
- \* Built in safety features protect laundry load.



### Washette<sup>®</sup> by Cook OPEN END WASHER



- \* Keymatic control — change time sequence, water level, temperature at will.
- \* Shirt production increases with Washette's fast action washing. Produce more loads per day.
- \* Washette has quick-change formula dial — handles ANY laundry situation.
- \* Available with supply injector.

*Built Up to a Standard—Not Down to a Price*

For illustrated brochure, name of nearest distributor, write . . .



# COOK MACHINERY CO., INC.

4301 S. Fitzhugh Ave.

Dallas 26, Texas

Telephone HAmilton 1-2135

Manufacturers of the Only Complete line of Open-end Washers

He will work on specialized field problems encountered by cleaners throughout the Chicago and Midwest area.

Appointed to the technical staff was Sam Freedman, whose area will include central Illinois, northwestern Indiana and southwestern Michigan. Mr. Freedman was formerly with the firm's sales department and is well acquainted with all phases of cleaning plant operations.

#### Pantex Officers Elected

Two new officers and two replacements for the board of directors were elected at a recent meeting of the board of Pantex Manufacturing Corporation, Pawtucket, R. I., con-

ducted by John A. Bouvier, Jr., president and chairman of the board.

Daniel Hickey, president of Caldwell & Co. Inc., New York, N. Y., was elected vice-chairman of the board, Frank Ginsberg, president of Strauss Ginsberg & Co., Inc., is chairman of the executive committee.

New directors are Irving Foster and Harry Schwartz. They replace Lewis Gerber, who was elected secretary, and Jerome Kline, who becomes assistant secretary.

Michael Brodsky, who was the corporation's secretary, continues as a director and as president of Spinform, Inc., a Pantex-owned subsidiary in Attleboro, Mass.

For more information write Pellerin Milnor Corporation, P. O. Box 7313, New Orleans 19, La.

#### Hamilton Coin Changers



An improved line of automatic coin changers, designed with three separate machines inside each for triple service, has been announced by The Hamilton Scale Company.

The Series 300 models feature a complete cabinet of  $\frac{3}{16}$ -inch boiler-plate steel. The maker lists other features: easier loading without removal of the changer units; elimination of separate vaults; slug rejector returns; easier installations; and tamperproof design.

The cabinets are finished in a beige hammer-tone finish with

contrasting bands of deep brown. The units are wired for 110-volt, 60-cycle operation.

For more information write The Hamilton Scale Company, 3350 Secor Rd., Toledo, Ohio.

#### Large-Capacity Vendor

A vending machine designed to hold 243 packages of nine different laundry products has been introduced by Calusa Chemical Co., Inc.

Designated the Vendor No. 243, the machine has both 5- and 10-cent mechanisms. The entire operating mechanism is



at the top of the machine, to prevent corrosion from soap materials that might sift or leak from packages. Attractively styled in black and white, the

#### NEW PRODUCTS AND LITERATURE

*Continued from page 10*

the open-end, open-pocket design, to eliminate the need for weighing or dividing the load. The maker points out that this not only reduces loading and unloading time but also permits better washing quality with shorter washing formulas. The unit employs a patented hydraulic balancing principle to minimize extraction vibration

and permit higher extraction speeds with lower moisture retention.

The washer-extractor is completely automatic. Also featured is Milnor's center-fill water inlet connection permitting the operator to take the fullest advantages of spray rinsing and short-duration intermediate extractions.

cabinet stands 51½ inches high, 29¾ inches wide and 11 inches deep.

Additional information may

be obtained by writing Calusa Chemical Company, Inc., 801 E. Macy St., Los Angeles, Calif.

Wilson from Vallejo, Calif., to 2023 Monticello Rd., Napa.

Cristy Cleaners, 1709 Avenue Q, Lubbock, Tex., has installed a storage vault.

A new drycleaning plant is being added to the coin-op laundry installation of Ralph and Iva Abbott in Apple Valley Village, Calif. New quarters for the two businesses are being built adjacent to the old laundry building.

Fire completely destroyed Rio Vista Laundry and Cleaners, Rio Vista, Calif., causing an estimated \$52,000 in damage.

Dwight Alquist, owner of Guild Cleaners Drive-In, has opened for business at a modern plant, 17 Church St., Lodi, Calif.

Joe and Rose Drago, operators of De Luxe Cleaners and Dyers, Roseville, Calif., have opened a branch store at 786 High St. in Auburn.

Mr. and Mrs. Louis Shumacher, owners of Carnation Cleaners, 15734 Paramount Blvd., Paramount, Calif., have opened a new drycleaning establishment in the Ball-Brookhurst Corral shopping center in Anaheim. Two more new stores are planned.

## PEOPLE AND PLACES

SOUTH WEST



Fowler (Calif.) Cleaners and Dyers has been sold by Luke and Neva Kasprian to Mr. and Mrs. Floyd Davis.

Howard L. Standerfer of Plano, Tex., has been named general sales manager of Zenith Cleaners, Dallas.

A new cleaning establishment has been opened in Ramona, Calif., by Rev. Clarence Norman and his son Roland.

Preuss Cleaners, Depot Ave., Elgin, Tex., formerly known as Antoine's Cleaners, is under

the new management of Mr. and Mrs. H. Banda.

A grand opening of a new modern plant was held recently for Brite Way Cleaners, formerly known as Hage Cleaners, at 10415 S. Avalon, Los Angeles, Calif.

A \$100,000 expansion of the Boss Coverall cleaning plant at 7882 Euclid Ave., Downey-Rivera, Calif., has been approved by the town council.

Goldie's Cleaners has been moved by Mr. and Mrs. E. G.

## DOMINION of CANADA



Walters' Cleaners recently opened a new plant at 134 Thompson Rd., London, Ont. Ike Walters is president of the firm.

Modern equipment has been installed at Art's Cleaners, Vermilion, Alta.

Mrs. Alphonse Grisé has been named new manager of Nettoyeur Vogue Inc., Jonquière, Que., by S. A. Genest, president of the firm.

A grand opening was held recently for the new cleaning establishment of Roy's Cleaners



### STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

**\$69.50**

Replacement Liner .....  
**\$ 4.95**

### ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

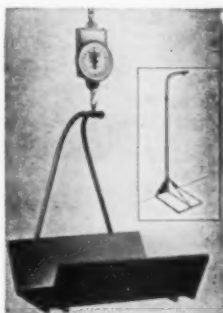
Scale and basket as shown **\$39.75**

With stand add ..... **\$15.00**

Scale alone ..... **\$18.00**

Basket alone ..... **\$22.00**

Send for our complete Catalogue



Sold through all Drycleaning & Laundry Jobbers.

**NEWHOUSE SPECIALTY CO., INC.**

3827 San Fernando Road, Glendale 4, Calif.

More Profits In Re-claimed  
**SOLVENTS-SOAPS**  
From Filter Sludge  
WITH A  
**MUCK BAG**  
DESIGNED FOR ANY  
EXTRACTOR UNIT!




Patent Applied For: No. 50481

**Save \$200-\$500 and more  
PER YEAR**  
In Solvents-Soaps

TREMENDOUS savings are made in reclaiming Petroleum solvents and soaps from filter sludge by extraction. The greater the volume, the bigger the savings. The Muck Bag works equally as well in Synthetic Plants.

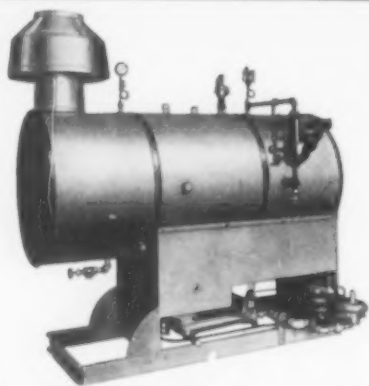
Plants all over the U.S. are showing handsome savings with the Bussard Muck Bag.

Send for  
**FREE CATALOG**  
Just fill in  
and clip this  
coupon to  
your letterhead.  
**MAIL IT TODAY!**

### R. D. BUSSARD & SON

R. D. BUSSARD & SON  
305 E. 34th AVE., ALBANY, OREGON  
Rush us your Free Catalog

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City, State \_\_\_\_\_



## GAS BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

## OIL BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

**P. M. Lattner Mfg. Co. Cedar Rapids, Iowa**

Dealers & Distributors most everywhere

at 236 Marier St., Eastview, Ottawa, Ont. Victor Noel is proprietor.

Johnny-on-the-Spot drycleaners and laundry has opened for business at 40th and Dunbar Sts., Kerrisdale, B. C.

Construction has begun on a drycleaning plant on Masson St., Toronto, Ont. The owner-builder is Kay Cleaners Inc., 4020 Dandurand St.

A new outlet for Gem Cleaners, Tailors and Furriers Ltd., has been opened in the Capri Shopping Center, Kelowna, B. C.

Mr. and Mrs. A. C. Jennings have taken over Oak Ridges Cleaners, Aurora, Ont., from Mr. and Mrs. Vern Williams.

Royal Cleaners and Tailors, 1222 Third Ave., Prince George, B. C., is celebrating its twenty-fifth year. In conjunction with the anniversary the firm recently installed modern plant equipment. The business is operated by Kasmir Wilchek and his family.

Nettoyeur Elite, Inc., drycleaners, has been opened in St. Eustache, Que. Gerard Aube is general manager.

### NORTH CENTRAL



Mr. and Mrs. Glenn Clem, owners of Clem Cleaners, have leased a building in Jewell, Iowa, to open a coin-operated laundry—Jewell Speed Wash.

New equipment has been installed in Okeh Cleaners, Pipestone, Minn.

Thronson Cleaners has been reopened in a new location in the Piper Building, Staples, Minn., by C. O. Thronson, owner.

A branch office has been opened for Manhattan Dry Cleaning, S. Liberty Ave. and E. Market St., Alliance, Ohio. Harry Miller is vice-president and general manager of the new drive-in operation.

Morrison's Style-Tex Dry Cleaners, formerly of Painesville, Ohio, is now located at Mentor Ave. and Maple St., Mentor. The business is owned by Earle Morrison.

Ed Fonner, operator of Best Cleaners and One-Hour Cleaners, Danville, Ill., has opened a drive-in cleaning establishment at 817 N. Vermilion St. He also has plans for a self-service laundry in the same area.

The curtain cleaning equipment and business of Star Cleaners and Laundry, Marinette, Wis., has been purchased by Clarence Mattson, a Star employee.

The partnership of Darwin Knudson and Larry Frank, operators of Liberty Cleaners, Minnesota, Minn., has been dissolved and the business is being operated by Mr. Knudson.

The New Drive-In Cleaners and ABC Cleaners have merged to become ABC Drive-In Cleaners, Fourth and Main Sts., Marshall, Minn. The owners are M. C. Stanwood and Lyle Christenson.

### NORTH EAST



Seven Dwarfs Cleaners Inc. has been granted a variance to construct a proposed \$79,000 drycleaning establishment at Howland Ave. and Broadway, Long Branch, N. J. Leon Gordon is president.

Bagley Cleaning Corp. held a grand opening of Textone

Cleaners at 366 Main St., Danbury, Conn. Leslie O. Bagley is president.

Don Williams has purchased the cleaning plant of J. M. Penfield, State St., Albion, Pa.

Cy Humphrey, associated with Kyle Cleaners, Inc., at 739 S.

Are YOU missing this juicy

# PLUS

volume AND profit?

There's BIG PROFIT in DYEING thru GENERAL

No investment. No overhead. Extra customer satisfaction and good will. 25 years growing nationwide service, all under one roof. All work fully guaranteed.



### 7 Profit-making Extras for YOU!

1. DYEING—garments and household goods—fully or semi-finished
2. RUGS—cleaned, dyed, finished. Any size rug or carpet, any grade of finish
3. RE-WEAVING—invisible repairs of cuts, tears, burns, moth damage
4. LEATHER—suede and leather cleaning, dyeing, finishing
5. STORAGE—refrigerated, moisture-controlled vaults for furs, woolens
6. PILLOWS—cleaned and renovated—fluffed, sterilized, deodorized
7. FURS—cleaned and revitalized by furrier method. Not drycleaned

FREE! Write today for handsome brochure and confidential wholesale prices



*General Dyeing Co.*

818 DORMAN ST., INDIANAPOLIS, IND.

Kanawha St., Beckley, W. Va., since it opened in 1946, is now sole owner.

Permission has been granted to Mark Fiorillo for construction of a new drycleaning plant on the Post Rd., Milford, Conn.

Arthur Scullo has moved Scullo Dry Cleaners, Pittsburgh, Pa., to his own recently acquired building at 4951 Second Ave.

Uptown Cleaners, 258 S. Main, Athol, Mass., has added a storage vault.

## SOUTH EAST



Utopia Cleaners, Birmingham, Ala., has signed up for space in the newly constructed Mountain Brook Shopping Center.

Fred C. Wells and his son-in-law, Maurice O. Phillips, have taken over Peter Pan Cleaners and Laundry, 116 Smith St., Gallatin, Tenn. The firm will be operated as French Cleaners and Launderers.

Aaron A. King, owner of Whitesburg Cleaners and Laundry, 103 Longwood Dr., S. E., Huntsville, Ala., has announced plans for a building addition to house the firm's laundry operation.

Twin City Cleaners, 117 E. Vance St., Fuquay Springs, N. C., has installed a storage vault.

Dutch's One-Hour Cleaners, 331 E. Dixie Ave., Elizabethtown, Ky., held a grand opening recently. Paul Hartlage will be in charge.

Madame Rapho's, a drycleaning and laundry establishment at 205 Bourbon St., New Orleans, La., has closed after al-

most 100 years of operation. The business was begun in 1863 by Marie Rapho, and was being managed by Rose Devlin when it closed.

The new plant of Taylor-Anders Cleaners and Laundry, Highway 84 W., Jena, La., has been opened. Manager Aubrey Taylor announced.

A one-hour drycleaning service has opened on Liberty Lane in the Pleasantburg Shopping Center, Greenville, S. C., it was announced by Charles D. Levin, president.

Jasper Toombs has purchased Rainbow Cleaners, 122 N. Second St., Danville, Ky., from William H. Zachman.

Regal Associates and Empire Laundry & Dry Cleaners, Baltimore, Md., have merged to form Regal-Empire Associates, Inc. Charles E. Mitchell is president of the new organization.

A third plant has been opened for Sanitary Dry Cleaners, at 3900 Hixson Pike, opposite Highland Plaza Shopping Center, Chattanooga, Tenn. Owners are R. L. Brown and Knox Fanning.

## NORTH WEST



Earl Collins has moved his cleaning business from Nezperce to Kamiah, Idaho.

Bob and Helen Orndorff have leased Divine Cleaners, Soda Springs, Idaho. They also own and operate Afton (Wyo.) Cleaners.

ABC Cleaners, 65 N. Main St., Ashland, Ore., is now being operated by Zelma O. Lane and Marie A. Critten who took over from Georgia N. Autry.

Dale Ruland is the new operator of Walhalla (N. D.) Dry Cleaners, Karel Building.

Wardrobe Cleaners & Dyers, 811 First Ave. N., Great Falls, Mont., has been purchased by Donald J. Hagen from Walter Raunig.

Construction has begun on Sunnyslope Shopping Center, Portland, Ore., which will contain a new drycleaning business, Model Cleaners.

## NEW ANTI-STATIC SPRAY

# GUARANTEED TO PREVENT POLYETHYLENE BAGS FROM CLINGING!



## NEUTRO-STAT MAKES BAGS SAFER AND DUST-FREE!

Greaseless, smearless Neutro-Stat, sprayed on plastic bags, prevents them from clinging to clothes and people... makes them safer near children... prevents dust from attracting to the bags. Neutro-Stat, sprayed on dark blue garments, keeps them lint-free. It is non-oily, non-flammable and it dries fast. Made by the SIMCO Co., leaders in the field of static elimination.

TRY NEUTRO-STAT on MONEY-BACK GUARANTEE

## MAIL COUPON NOW!

Ship \_\_\_\_\_ 16 oz. cans of Neutro-Stat @ \$2.75  
\_\_\_\_\_ cartons (1 doz. cans) @ \$27.50

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_

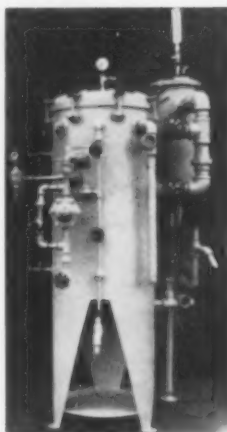
the SIMCO company  
920 Walnut Street, Lansdale, Pa.



## CHECK THESE INTERESTING FEATURES . . .

ONLY the NEW MAFS COOKER and STILL offers you these big advantages

- Uses your present filter—no additional filter required
- Filter powder transferred by circulation
- No motors, pumps, gears, screens, air compressors, aftercoolers or steam chests to worry about
- Bridging and clogging completely eliminated
- Solvent and soap drained before cooking
- The only still with self cleaning coils
- Filter pressure kept to a minimum



A FEW DISTRIBUTORSHIPS STILL OPEN  
DIRECT INQUIRIES TO—

**MAFS CORP.**  
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LONG ISLAND CITY 1, NEW YORK

## LEATHER & SUEDE

Expertly CLEANED, DYED  
and REFINISHED



... at LOWEST  
WHOLESALE PRICES

- Jackets • Coats
- Gloves and every-  
thing in Leather

Prompt Service  
Anywhere in U. S. A.

SEND FOR COMPLETE DETAILS: Price lists, labels,  
order blanks and advertising material.



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CLEVELAND 3, OHIO  
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## ZE-DRAPE FOLDER JUNIOR

Low Cost! Efficient!

Finishing aid to your  
drapery cleaning . . .  
saves time, labor!  
"Little space" equip-  
ment pays for itself in a  
week! Brings repeat busi-  
ness because you're expert!

ZIMMERMAN PRODUCTS  
Cincinnati 19, Ohio

**\$39.50**



ASK YOUR JOBBER TODAY

## OBITUARIES

**Alba H. Barnes**, a founder of Poppy Dry Cleaners in Pasadena, California, died recently at his home in Pasadena. He had also been associated with Peerless Dry Cleaning. Survivors include his wife, a son, a daughter and step-daughter.

**Abe Gordon**, 61, president of Oak Park Cleaners, Oak Park, Illinois, died recently. He is survived by his wife, one son, a daughter and four sisters.

**William McFall**, founder and former owner of Package Masters, Inc., Chicago, Illinois, died at his home in Orlando, Florida.

**Phillip Perlman**, 62, owner of Kenwood Cleaners and Dyers, Chicago, Illinois, died recently. He had operated his dry-cleaning establishment on the South Side of Chicago for more than 30 years. He is survived by his wife, two daughters, a son and one sister.

**Louis Rubin**, 49, operator of Crown Dyers and Cleaners in Winnipeg, Manitoba, Canada, died recently in Winnipeg General Hospital.

## ANNUAL CONVENTIONS

October 10 and 11—California Drycleaners Association and California Laundry and Linen Supply Association, joint meeting, Thunderbird Hotel, Las Vegas, Nev.

October 14, 15 and 16—Laundry and Cleaners Allied Trades Association, Shoreham Hotel, Washington, D. C.

October 17, 18, 19, 20, 21, 22 and 23—Eastern Seaboard Conference Cruise of Laundry and Drycleaning Associations (Maryland, District of Columbia and Virginia Laundryowners' Association, Massachusetts Laundryowners Association, New England Linen Supply Association, New Jersey Laundry and Cleaning Institute and New York State Launderers and Cleaners Association), Queen of Bermuda Cruise.

October 22, 23 and 24—Dry Cleaners and Launderers Institute (Ontario), King Edward Hotel, Toronto, Ontario.





## NO MORE CURLED LAPELS

Amazing garment retainer eliminates curled lapels, keeps coats from sagging and drooping, gives garments that "deluxe" look. Order today, reasonably priced. Order direct or from your jobber.



### THE COAT RETAINER CO.

P. O. Box 7021

San Antonio, Texas

October 22, 23 and 24—Canadian Cleaners and Launderers Allied Trades Association, Queen Elizabeth Building, Toronto, Ontario.

October 23, 24 and 25—Pennsylvania Association of Dyers and Cleaners, Webster Hall Hotel, Pittsburgh.

November 7 and 8—Cleansing Plant Owners of Massachusetts, Bradford Hotel, Boston.

November 13 and 14—Oregon Drycleaners Association, Eugene.

November 20, 21 and 22—Illinois State Dry Cleaners Association, Pere Marquette Hotel, Peoria.

November 21, 22 and 23—Ohio Drycleaners Association, Sheraton Gibson Hotel, Cincinnati.

December 4, 5 and 6—Michigan Institute of Drycleaning, Detroit-Leland Hotel, Detroit.

December 5 and 6—Wisconsin and Upper Michigan Drycleaning Institute, Schroeder Hotel, Milwaukee.

1960

January 16 and 17—Minnesota Institute of Launderers and Cleaners, Hotel St. Paul, St. Paul.

January 21, 22 and 23—Texas Laundry and Dry Cleaning Association, Austin.

January 23 and 24—Oklahoma Drycleaners Association, Skirvin Hotel, Oklahoma City.

January 29, 30 and 31—Louisiana Laundry and Cleaners Association, Bentley Hotel, Alexandria.

January 29, 30, 31, February 1 and 2—National Institute of Rug Cleaning, Conrad Hilton Hotel, Chicago.

February 22 and 23—National Institute of Drycleaning, Chicago.

February 24, 25, 26, 27 and 28—American Institute of Laundering, Conrad Hilton Hotel and International Amphitheatre, Chicago.

## GROSS STAR



### TRIPL-SAFE GRID PLATE Masters ANY Fabric

The Grid Plate  
that CAN'T  
make a mistake

1. Perf. liner
2. Filter screen
3. Napped surface

under 46"	\$29.75
over 46"	\$38.75
mushroom	\$21.75
from your jobber	

### GROSS STAR TRIPL-SAFE GRID PLATE

PATENT  
APPL'D FOR

MFG. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN  
STEAM FILTER

it's **NEW**

## DUNAWAY SO-E-Z SPOTTER



The concentrated ALL PURPOSE  
SPOTTER that

- REDUCES COST
- INCREASES CUSTOMER SATISFACTION
- WORKS FASTER

SAFE FOR ALL FABRICS. Removes all SPOTS, STAINS,  
EVEN STUBBORN PERSPIRATION QUICKER!

Excellent for PRE-SPOTTING & STEAM TANK METHOD

MONEY BACK GUARANTEE

ORDER FROM YOUR JOBBER TODAY!

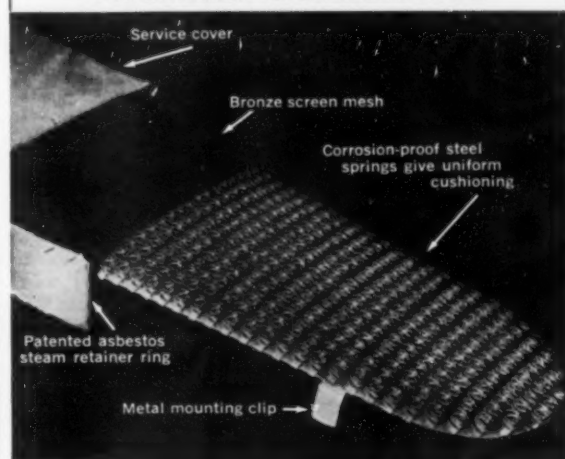
**DUNAWAY PRODUCTS CORP.**

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Dept. N

Atlanta 1, Ga.

## LIFETIME GUARANTEE



### ZEIDLER "Perma-Pad"

Spring Cushion for Drycleaning Presses  
Permanently resilient—can't bake or pack  
down!

Easily installed — economically priced

Write for literature

**ZEIDLER Manufacturing Co., Inc.**  
633 Concord Avenue, Mamaroneck, N. Y.

# NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

## CLEANING PLANTS FOR SALE

**CENTRAL ILLINOIS; ONLY PLANT IN TOWN OF 1,500 POPULATION. ESTABLISHED 14 YEARS, SAME OWNER. REAL ESTATE OPTIONAL. DOING \$12,000. OWNER HAS OTHER INTERESTS. ADDRESS: Box 8763, NATIONAL CLEANER & DYER.** -2

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease and will sell building with business. For further information. **ADDRESS: Box 8831, NATIONAL CLEANER & DYER.** -2

Beautiful solvent plant, fully equipped to do \$100,000 business a year. All equipment in excellent condition. Plant is of brick construction with two-car garage. 1954 Chevrolet station wagon driven 25,000 miles. Established thirty-two years, doing \$25,000 business annually. All cash-and-carry with one outlet. Under doctor's orders I must retire. Will sacrifice business for \$10,000. Real estate—will sell or rent to suit. Don't do anything until you investigate this lifetime offer. Contact owner, Leo R. Arlen, c/o Tip Top Cleaner, 580 St. James Avenue, Springfield, Massachusetts. 8879-2

Wish to retire to lake property. Will sell my newly built drive-in cleaning plant in central Illinois. Only one-and-half years old. Have good business. Only one that delivers in town of 16,000. Business can be doubled in a year. Across from new shopping center and have no parking problems. Come stay for a week and see for yourself. \$8,000 down, balance as rent. **ADDRESS: Box 8887, NATIONAL CLEANER & DYER.** -2

**SYNTHETIC PLANT 4,000 SQ. FT. FLOOR SPACE. \$40,000 ANNUAL VOLUME AND GROWING FAST. BUSINESS AND EQUIPMENT \$15,000. TERMS. RENT \$300 PER MONTH, LONG LEASE. COME AND WORK AS AN EMPLOYEE—TALK TO THE CUSTOMERS. SEEING IS BELIEVING. YOU WILL GET A BARGAIN. MR. PEELER, 2306 RHODE ISLAND AVE., N.E., WASHINGTON, D. C.** 8889-2

Complete solvent plant, two presses. Well-established business, grossing \$18,000. Can be increased. \$7,000 total, 50% down, balance on terms. **ADDRESS: Box 8905, NATIONAL CLEANER & DYER.** -2

Well-equipped Mercury solvent drycleaning plant. Ideal for couple. Cash-and-carry business. Fred Soricone, 210 Fifth Street, West, Billings, Montana. 8904-2

For sale—Modern well-equipped solvent plant in southwestern Idaho. Doing \$20,000 gross. Volume could be increased. Good lease on building. Price \$15,000. **ADDRESS: Box 8905, NATIONAL CLEANER & DYER.** -2

Beautiful Chicago suburb. All cash-and-carry. No routes. One year old. \$14,000 net profit per year. Equipment and layout have three times present volume potential. \$12,000 to handle. Priced to sell. 739 S. Princeton, Villa Park, Illinois. 8907-2

Central California: Complete synthetic drycleaning plant. Prosperity unit, all equipment in excellent condition. Top location. Top prices \$1.65 and 85¢. Best shop in town. Gross nearly \$20,000 cash-and-carry. Growing yearly. Price \$18,000. 139 N. Center, Turlock, California. A plant to be proud of. 8908-2

Retiring and offering our modern drycleaning plant and laundry for sale. Nicest plant and clientele in Northeast. Beautiful valley, good climate year round. Low price and terms if sold this year. **ADDRESS: Box 8909, NATIONAL CLEANER & DYER.** -2

**A BEAUTIFUL ESTABLISHED WISCONSIN PLANT** city of 60,000. Averaging \$900 a week for 12 years. 140F Hoffman equipment like new. Below cost. \$12,000 down. Terms on balance. Good lease, rent \$150. **ADDRESS: Box 8923, NATIONAL CLEANER & DYER.** -2

**TOLEDO, OHIO.** Fully equipped drycleaning establishment, 2 locations, 35 years of steady business. Owner must retire. For further information, write Laibe Realty, 3632 Upton Avenue, Toledo 13, Ohio. 8924-2

**EASTERN WYOMING—Modern solvent plant—\$20,000 gross sales. Price \$12,500—\$7,500 down, balance at 5%. Option to buy real estate. ADDRESS: Box 8926, NATIONAL CLEANER & DYER.** -2

Northern Arizona—Complete solvent plant, ideal for working man and wife, or partners. 1958 gross \$26,000, 1959 continuing the same. Selling price \$15,000, one-half down, or \$14,000 cash. Owner-owned building. Wonderful year-round dry climate. Wish to retire. **ADDRESS: Box 8940, NATIONAL CLEANER & DYER.** -2

Only vault in town, capacity 5,000. Volume \$30,000. Mostly storage and repairs. Big opportunity for cleaning business. Will sacrifice for quick sale—illness, \$7,500. Del's Furs, 94 E. Market St., Corning, N. Y. 8943-2

Synthetic plant for sale, complete. Cash-and-carry. Established 10 years. Niagara Frontier New York State. \$6,000 cash. Write for details. **ADDRESS: Box 8944, NATIONAL CLEANER & DYER.** -2

Northeast Nebraska solvent plant in good one-shop town. Good long-established cash-and-carry business in attractive building. Modern equipment. Couple and one employee can handle. A real opportunity. Reason for selling in letter. **ADDRESS: Box 8945, NATIONAL CLEANER & DYER.**

**FOR SALE:** Complete solvent plant well-established in good town of 600 with fine rural trade area. Doing \$100 a week. Will sell for \$5,500. Address in Box 141, Billings, Oklahoma. 8957-2

Modern synthetic cleaning plant in central Pennsylvania. Good business, A-1 reputation for quality cleaning and service. 1958 volume \$2,700. Price \$2,500. Option to buy real estate with living quarters. **ADDRESS: Box 8958, NATIONAL CLEANER & DYER.** -2

San Francisco, 20 miles south. Modern drive-in solvent plant. Drive-in service bar. Prices \$1.75 - 95¢. Equipment first class. Volume \$40,000 year. Price \$26,500 plus inventory. Terms, 1/3 down. **ADDRESS: Box 8959, NATIONAL CLEANER & DYER.** -2

California. Modern cleaning plant with shirt laundry. Volume \$75,000 yearly. 115 miles from Los Angeles, town 125,000. Fine corner location. Owner ready to retire. Will sell the property with business. For further information **ADDRESS: Box 8960, NATIONAL CLEANER & DYER.** -2

## BUSINESS OPPORTUNITIES

**PRESSER. FOR RETAIL QUALITY PLANT LOCATED IN CALIFORNIA. EXCELLENT OPPORTUNITY TO GET HIMSELF ESTABLISHED IN BUSINESS WITHOUT INVESTMENT. FOR FURTHER DETAILS WRITE TO BOX 8961, NATIONAL CLEANER & DYER.** -11

## PARTNER WANTED

**PARTNER WANTED.** Younger man with thorough knowledge of cleaning business. Well-equipped, medium-size plant. Located in Florida. Doing approximately \$75,000 yearly. \$20,000 for full half interest. Complete information and pictures on request. **ADDRESS:** Box 8911, **NATIONAL CLEANER & DYER.** -9

## CONSULTANTS

**IN TROUBLE?** Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTESVILLE, VA.** 6040-25

**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H.** 3635-25

## SALESMEN-DISTRIBUTORS WANTED

**WANTED—ALIVE SALESMEN . . .** Leading Specialty House has several openings for full or part time salesmen. Ideal sideline for chemical or machinery salesmen . . . High Commissions . . . Protected Territory . . . Excellent fast selling products. **ADDRESS:** Box 8819, **NATIONAL CLEANER & DYER.** -14

**DRYCLEANERS! GET 2 FOR 1!** Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE:** Give references, background, qualifications. **MAGIKIST SERVICE CORP., Dept. D., Attn: Carl V. Haga Associates, 750 S. Cicero, Chicago 44, Illinois.** 8870-14

**DISTRIBUTOR SALESMAN—**Drycleaning and laundry equipment for state of Pennsylvania—Excellent opportunity for the right man—Write or contact Fred W. Hooper, Sales Mgr., **JOSEPH GUSS & SONS, INC., 2046 West Virginia Ave., N. E., Washington, D. C.** 8953-14

**SALESMEN, PART-TIME:** We need several men (no age preference) to call on cleaners with our topnotch line of sewing supplies and specialty items. High commissions, protected territories. Write, giving experience, references, etc. **ADDRESS:** Box 8954, **NATIONAL CLEANER & DYER.** -14

## HELP WANTED

Manager with previous ownership experience and desire for future ownership in modern medium-size drive-in drycleaning plant. Located in suburb of Washington, D. C. Good pay plus bonus. **ADDRESS:** Box 8889, **NATIONAL CLEANER & DYER.** -7

**WANTED: MAN AND WIFE WITH ALL-AROUND EXPERIENCE, QUALITY PRESSING, ETC. GROWING MODERN RETAIL SYNTHETIC PLANT IN SAN FRANCISCO. TOP SALARY PLUS THIRD INTEREST. OPPORTUNITY OF LIFETIME FOR QUALIFIED COUPLE DESIRING TO GET AHEAD. REFUNDABLE \$2,500 CASH BOND REQUIRED. ADDRESS:** Box 8950, **NATIONAL CLEANER & DYER.** -7

Production superintendent. A mature, experienced man who has specialized in either retail laundry or drycleaning quality production or both. Apply only if you can demonstrate that your experience has for a substantial period of time been successful and entailed the full responsibility directing the activities of at least 50 people. Candidates also capable of enforcing good housekeeping and managing machinery and building maintenance will be favored. Give all details, including salary desired. Long-established, quality Connecticut plant. **ADDRESS:** Box 8931, **NATIONAL CLEANER & DYER.** -7

**\$15,000 A YEAR INTERESTED?** Sta'Nu Corporation amazing new drycleaning concentrate that replaces soap and detergent—now in leading drycleaning plants from coast to coast (names supplied on request)—has created such an impact within the industry that our present sales force is unable to meet the demand. We need salesmen in several territories and we need them in a hurry. Sta'Nu will make a substantial investment in men who prove that they can produce. We will assign protected established territory and advance \$150 per week, liberal commissions on present accounts and new accounts. This is opportunity unlimited. We need top salesmen for top jobs. If you are one of them, write, wire or call T. H. McClinton, Sta'Nu Corporation, 5111 Sheridan Road, Chicago 40, Illinois. 8951-7

**DRYCLEANING PLANT MANAGER** for plant in central Pennsylvania city. Annual sales in excess of \$800,000. Must have experience in petroleum solvent plant employing 30 or more. Good salary arrangement. Apply in writing to Box 8952, **NATIONAL CLEANER & DYER.** -7

Drycleaning manager, N.I.D. general course graduate preferred. Must be first-class spotter and able to produce quality work at proper costs. Eastern seaboard plant about \$3,000 weekly in drycleaning. **ADDRESS:** Box 8955, **NATIONAL CLEANER & DYER.** -7

## SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS:** Box 8714, **NATIONAL CLEANER & DYER.** -5

Experienced silk and wool spotter. Quality work, sober and reliable. Married and desires a steady position in Los Angeles area. Understand all phases of operation including maintenance. Am able to produce, 15 years in the field. **ADDRESS:** Box 8890, **NATIONAL CLEANER & DYER.** 8890-5

Quality spotter. NID graduate. 30 years experience in all departments and equipment maintenance. **ADDRESS:** Box 8927, **NATIONAL CLEANER & DYER.** -5

Sales technician, plant manager under 40, 14 years experience in production, layout, installation, sales and service. Non-drinking family man, wishes to relocate in Florida. **ADDRESS:** Box 8928, **NATIONAL CLEANER & DYER.** -5

**HELP** is available. Can you use a man with nine years management experience who can handle almost any job in the cleaning business? Employed seven years with large English cleaners and laundries and two years Canadian experience. Age 34, single, university education. Wishes to relocate in U.S.A. with organization able to offer opportunity with a future. Please write for complete resume of experience. **ADDRESS:** Box 8947, **NATIONAL CLEANER & DYER.** -5

**DRYCLEANING WORKING MANAGER.** A-1 spotter, large experience in synthetic and solvent system, reliable, sober, 45 years old, married, childless. Heavy experience in production and sales. Desires steady position with reliable company. **ADDRESS:** Box 8948, **NATIONAL CLEANER & DYER.** -5

**GENERAL PLANT MANAGER,** heavy experience in any system and size **DRYCLEANING** plant. Desires steady position. Age 46, married, childless. Eastern and Midwest states preferred. **ADDRESS:** Box 8949, **NATIONAL CLEANER & DYER.** -5

Manufacturers' representative located New York City covering all jobbers New York City, State of New Jersey, Philadelphia, Baltimore, Washington, D. C.—is interested in securing an additional line of either supplies or equipment. Strong jobber contacts. **ADDRESS:** Box 8950, **NATIONAL CLEANER & DYER.** -5

Working superintendent for drycleaning plant with 14 years experience, age 32. Good references as to ability and habits. First-class silk and wool spotter. Permanent position desired only. 2805 West 2nd Street, Wilmington, Delaware. 8956-5

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Suits (double-breasted) made single, \$9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

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## WIRE FORMS

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**REWEAVING AT LOWEST WHOLESALE PRICES, 1-day service,** we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29

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Two-roll, 100" and 120" **AMERICAN** and **C/I RETURN FEED IRONERS** **MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

**42 x 84" AMERICAN MASTER CASCADE** double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 9th Street, Long Island City 1, N. Y., Stillwell 8-6666. 8913-4

Two 36 x 54 motor-driven Zepher washers \$600 each. One 40" Keystone extractor \$750. One 5,000 gallon Ingersoll Rand pump \$200. One 5,000 gallon Hoffman bag filter \$450. Cleaning room complete in operation, Lincoln Cleaners, Peoria 3, Illinois. 8942-4

One Hoffman Nu-Clean 60 lb. synthetic unit, 2-bath, complete with humidity controls. Also, one Hoyt 75 lb. recovery tumbler guaranteed perfect operating condition. \$3,800 complete. Nu-Method Cleaners, Inc., 1538 W. Ridge Road, Gary, Indiana. 8946-4

For sale: Shirt unit complete, consists of Prosperity sleeve model 1025; Prosperity yoke model 821; Prosperity bosom model 3240. Pantex collar-cuff model ML 1446; shirt post, Bishop folding unit model B8515. In use now. First-class shape. All for \$1,250 cash. One XCO 7—Hoffman utility press, \$200. **ADDRESS: Box 8962, NATIONAL CLEANER & DYER.** -4

Two—Vic 90 synthetic cleaning units, good condition, \$300 each or best offer. Two—Shields R51 cleaning units with tubular filters, reasonable. Three—Hoyt and one—Vic solvent recovery units. One Master cooker. Better Equipment Co., 285 Ruggles Street, Boston 15, Mass. 8963-4



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CLEANER & DYER**

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## The Customers Always Write

### Compulsory Reading?

To the Editor:

Within the next year, we are going to start building a complete new plant; do you have a master check list on a building program?

In the article by Gerald Whitman, August 1959 issue, page 68, the author gives reference to a new odorless petroleum solvent that is also fast-drying. Would you please send us the name of the company that produces this solvent.

Needless to say, we enjoy your magazine but we also feel that it should be compulsory reading for our branch store managers.

JAMES C. FREEMAN  
Owl Cleaners Inc.  
Fresno, Calif.

### Shirt Prospects

To the Editor:

I have derived a great deal of benefit from your Chapter 2, "The Dry-cleaner and Shirt Laundering," in your August 1959 issue.

I have missed your Chapter 1, on analyzing the shirt volume potential, and would appreciate your forwarding it to me.

We do not do shirts at the present and are seriously considering it for the near future. Your magazine is of great benefit to the industry.

CARL D. FRANKE, JR.  
Paris Cleaners-Furriers Inc.  
Springfield, Ill.

### One-Way-Street Site

To the Editor:

The writer will appreciate being referred to any articles in your publications on an analysis of what the one-way street has done or is doing to sales outlets located on same. If you have tear sheets this would be fine because while we try to keep a file of your publications sometimes certain issues get away from us.

If you do not have any information on this subject would it be possible for you to clear it through other publishing channels, because all lines of business are affected one way or the other.

We have always thought, as I believe everyone in the industry has thought, that a store must be located on the side of the street next to inbound traffic. It seems a lot of these ideas are being discarded, but I would

like to have some substantial facts if they are available.

F. E. GLASS, President  
Crown Laundry & Dry Cleaning Co.  
Indianapolis, Ind.

*On a two-way street, it is generally considered that a business on the right-hand side going towards the city is the better location; however, I have seen scores of plants on the opposite side doing extremely well.*

*On a one-way street, it would seem to be better to be located in the direction towards the city. The logic behind this is that a person would be less inclined to go out of his way while hurrying to work. However, in the evening the "inconvenience" of going around the block is not that important.*

*Some plantowners on two-way streets have had great success by installing a portable call office on the side of the street opposite the plant. This is especially effective where the plant is on the left-hand side for morning traffic moving towards the city. A classic example is Max Walker in Omaha, Nebraska.*

*Supermarkets have done more research on locations than has our industry. Would suggest contacting such publications as Chainstore Age and possibly the U. S. Chamber of Commerce in Washington for additional information.—EDITOR*

### Do-It-Yourself Hangers

To the Editor:

Although we are keeping pace with the general trend in the drycleaning business, wire hangers are still unknown in Denmark. As the price of wood hangers will be three times the price of wire hangers, I must find a way to make the hangers myself.

I think I saw in your magazine years ago a description or an ad dealing with a handy little machine for producing wire hangers by do-it-yourselfers.

Would it be possible for you after

#### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor  
National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.

such a long time to find out something about this matter, and would it be too much to ask you to send me a blueprint?

Thank you in advance for this, and many more thanks for the many other services you have rendered me through the years.

POUL WURTZ  
Wurtz Rensier  
Copenhagen, Denmark

*The firm that once advertised self-made hangers is no longer in business. Apparently the idea proved impractical.—EDITOR*

### Visitor From Sweden

To the Editor:

As, at the beginning of October, I am going to visit the U. S. for studying the developments within the drycleaning industry over there, I would be most grateful if you could recommend me five or eight of the best drycleaning plants in your city and surroundings.

I am the president of one of the biggest and leading drycleaning undertakings in Sweden, founded in 1878, with about 230 employees. We also are carrying on drycleaning and rug cleaning as well as a laundry. Our turnover a year is more than one million dollars and we have both shops of our own and route drivers.

I. KARMI  
AB SNABBVATT  
Stockholm, Sweden

### Reweaving Instruction

To the Editor:

I am interested in learning how to reweave and inweave—and to date have not been able to find instructions—just how it is done. I have asked the County Home Demonstration agent, the Public Library, and all I got was "patching and darning." I also wrote the National Institute of Drycleaning; they said they were certain you would be glad to give me the information I am seeking.

MRS. JOHN E. HOUGH  
Lorton, Va.

*A number of the firms that do reweaving offer correspondence courses. Names and addresses of several will be found in our classified section every month.—EDITOR*

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shape and drape

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